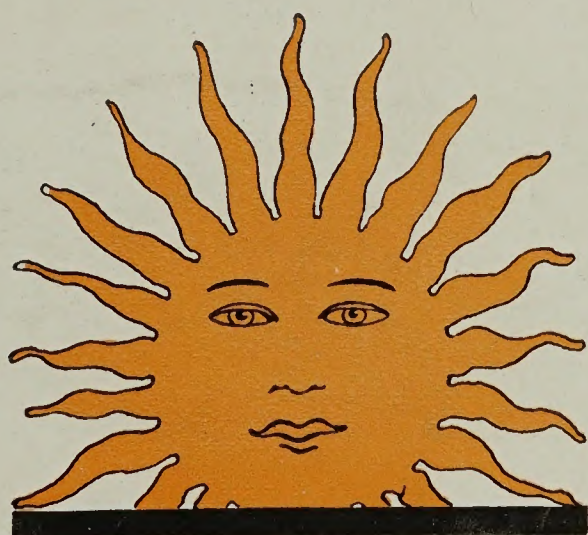




INTERIORS BEAUTIFUL



UPSON
PROCESSED
BOARD

THE UPSON COMPANY
LOCKPORT,
N.Y.



The Most Dependable
Board Made in America,
Used in All Kinds of Buildings

Rec'd March 4, 1916.

Made of Live, Pure Wood Fibers

UPSON BOARD is really artificial lumber. It is made only from strong, tough, fresh wood fibers from big, sturdy trees like these. Every panel is, therefore, clean and sanitary. Upson Board looks, feels and works like lumber.

Every Panel is Guaranteed

Every panel of UPSON BOARD is guaranteed to be up to the quality of any sample, since samples are cut from odds and ends of regular stock. This means every panel of UPSON BOARD is guaranteed perfect when shipped, exactly as represented.

This Booklet has been Conservatively Written

In writing this booklet, care has been exercised to make each assertion conservative. To the best of our knowledge, every statement is true.

We have endeavored to tell you just how UPSON PROCESSED BOARD is made and where it can be used. Each step in the manufacture and each quality of UPSON BOARD has been definitely stated and clearly explained.

It is a frank description of wall boards without evasion or exaggeration. But you are entitled to all the facts and we have given you the most complete description yet made by any board manufacturer, for UPSON BOARD is sold upon a frank, honest merchandising policy. We ask that you bear this policy in mind when deciding upon the board you will buy.

But do not forget Upson Processed Board is the most dependable board made in America.

"If you see it in Upson advertising, you will find it in Upson Board"



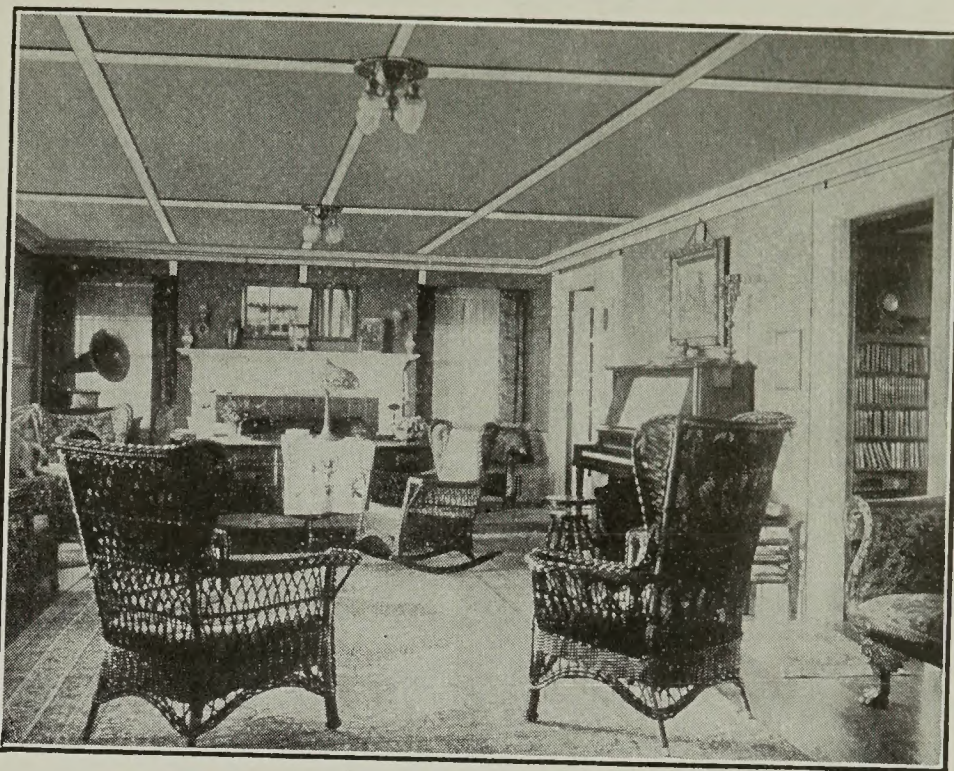
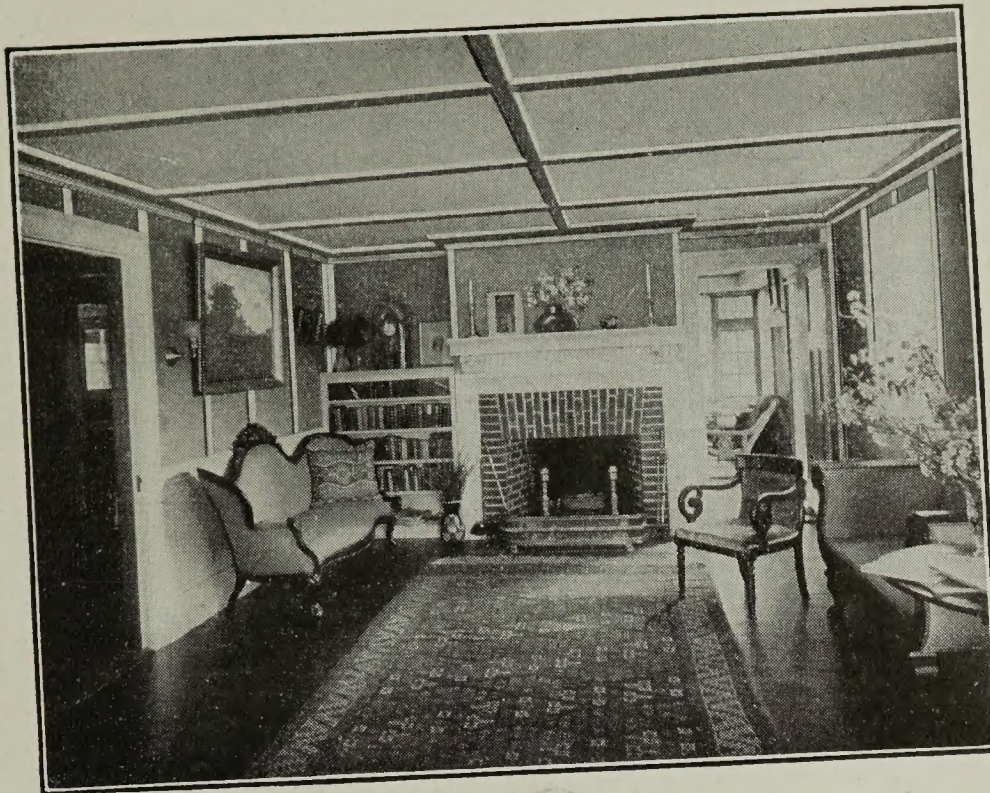
THE UPSON COMPANY

Fiber Board Authorities

LOCKPORT, NEW YORK



To remember the name, say it over three times to yourself—"Up-son—Up-son—Up-son Board"



The panels of UPSON BOARD are adaptable to every kind of room. The panel designs can be varied in scores of ways to obtain harmonious, attractive interiors that can be kept clean and immaculate.

The Nearest Perfect Lining for Walls and Ceilings

Can you think of a lining for walls or ceilings that is *perfect* from every viewpoint?

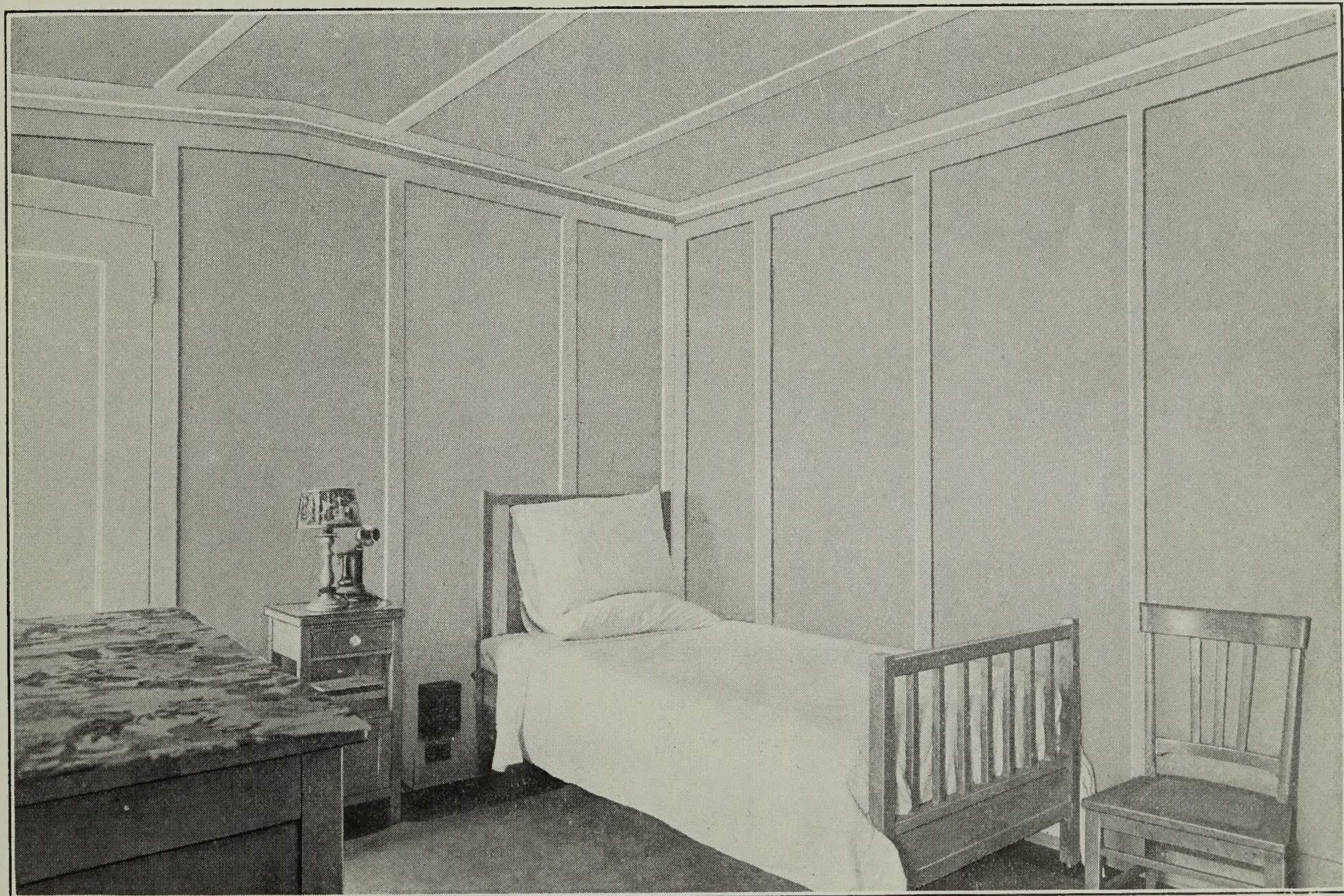
Plaster, you know, has never been regarded as an ideal or sanitary lining. It cracks, it crumbles, and it falls.

Steel is cheerless and expensive and like wood can only be used in certain places.

As an *improvement* over these familiar materials which have been used primarily because there was

nothing better, UPSON *PROCESSED* BOARD has been perfected to fill an *existing* need for a more satisfactory lining that can be used in every kind of building, *new*, or *old*, in every kind of climate.

It offers an inexpensive, *artistic*, sanitary lining that is more easily and more quickly applied—a tough, strong, durable lining that can never chip, crack, or fall—a warm, fire-resisting, waterproofed lining that should last longer than brittle plaster, and as long as conventional steel or wood.



This photograph shows a room in one of the largest and most luxurious hotels in the country, located in New York State, which was UPSONIZED throughout. Note the inconspicuous paneling, the panel strips being painted the same color as the panels. The paneling, as a result, is scarcely noticeable and overcomes the objections which a few have against paneling.

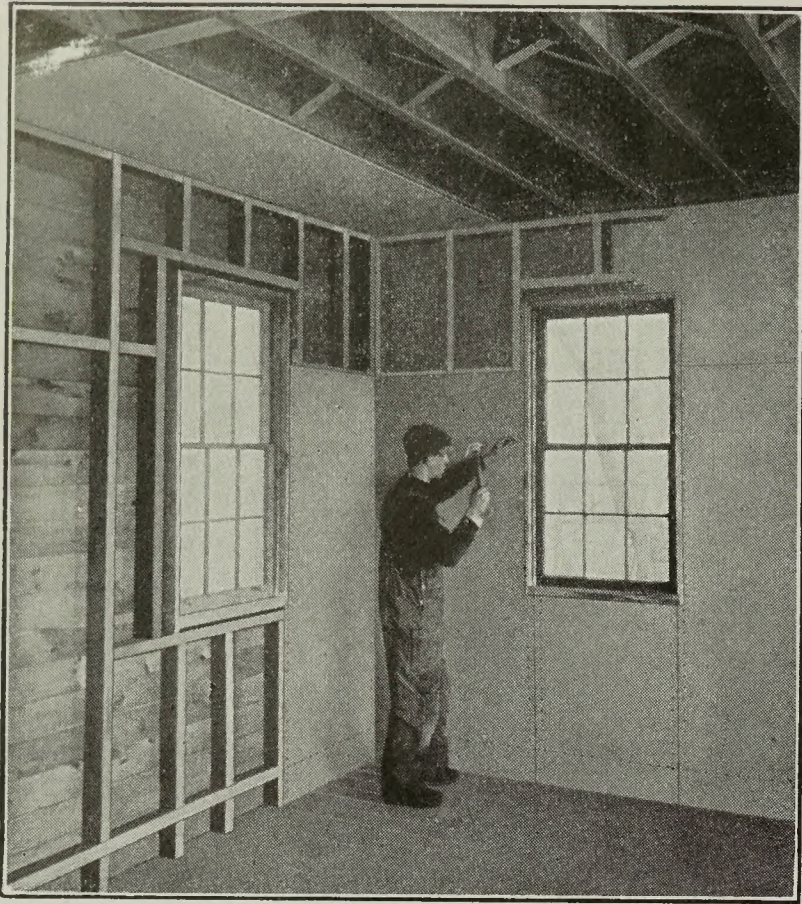


Illustration No. 1

Illustration No. 1
Shows the application of UPSON BOARD to studding of new or unfinished rooms. The studding must be properly placed and headers inserted where necessary so that each panel can be nailed on all four sides and through the center, leaving $\frac{1}{4}$ of an inch between each panel.

Illustration No. 2
Shows how UPSON BOARD should be applied to brick, stone or other walls which may contain moisture. Furring should be nailed so that each panel can be securely fastened to it. Uneven plastered ceilings, should also be furred as indicated.

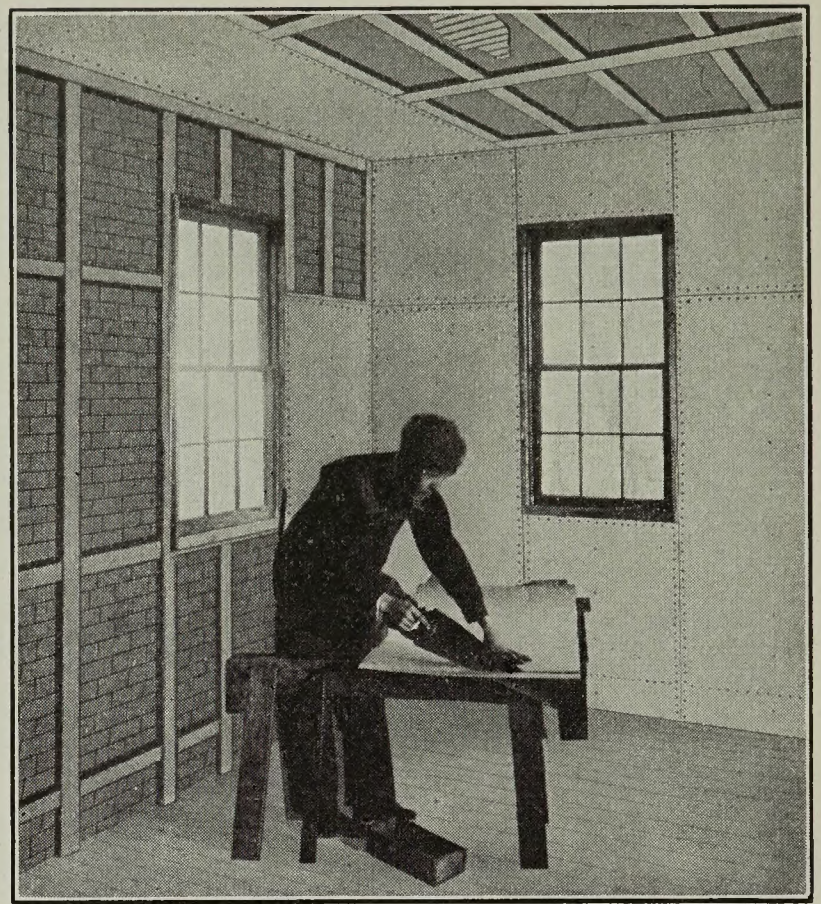


Illustration No. 2

Paneled Walls and Ceilings are Pleasing, Beautiful and Artistic

The use of panels is really as old as Art itself. No scheme of decoration is more pleasing, more restful or more harmonious—as evidenced by the fact that architects and decorators are utilizing panels more than ever before.

The panels may be of any desired dimensions—may run from the floor to the ceiling—or may be used in combination with a frieze or wainscot. Varying widths of decorative strips afford endless possibilities of design, while the use of imitation beams on ceilings adds a refinement and beauty that can transform the appearance of a room.

As a matter of fact, no wall lining will lend itself to more artistic decoration or enhance the beauty of your rooms to a greater degree, because panels allow

a wide latitude for original treatment and give effects obtainable in no other way.

If you will remember, almost every *ideal* interior you have ever seen pictured in the magazines has had paneled walls and ceilings—from the luxurious hotel and mansion to the unpretentious home and bungalow and regardless of whether the material was marble, plaster, steel or wood.

Paneling is *deservedly* popular with every class of building material, in every kind of room and in every type of building. Even wall paper has for years been printed to give the appearance of paneling.

The Paneling can be Inconspicuously Harmonious or Practically Eliminated

You are not obliged to use contrastive paneling with UPSON BOARD.

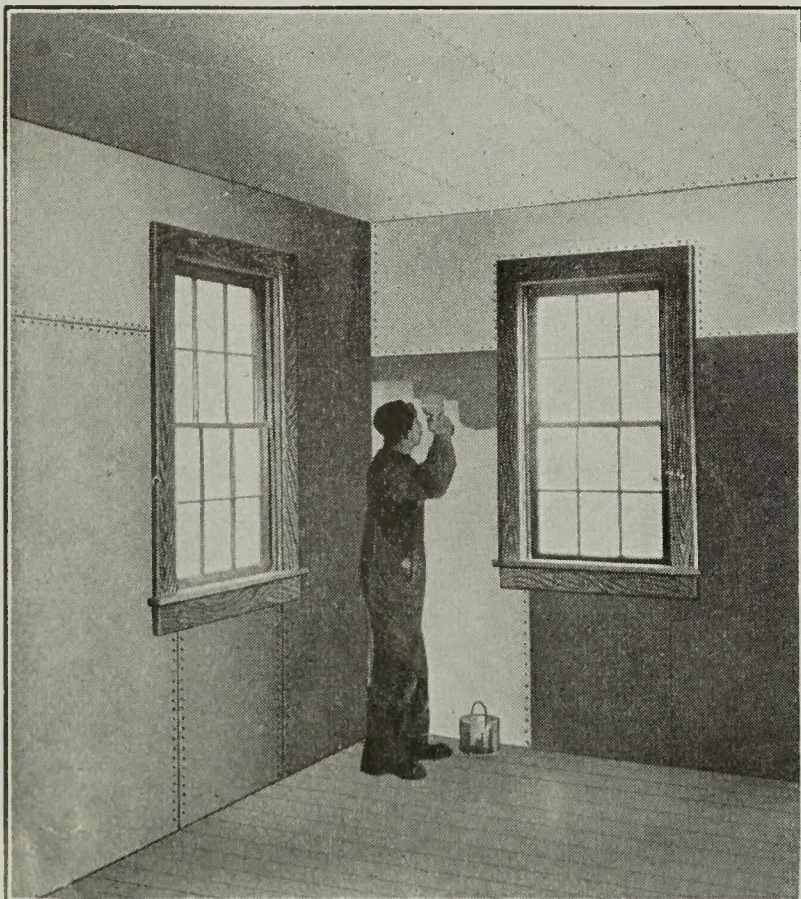


Illustration No. 3

Illustration No. 3
UPSON BOARD should be painted before the decorative strips are applied. Otherwise, if the trim shrinks slightly, it will leave a white edge where the wall board has not been painted. It costs less to paint UPSON BOARD than other boards.

Illustration No. 4
This photograph shows the completed corner with the trim applied. Notice how effective and attractive this corner has become. Any room, new or old, can be finished just as attractively and just as artistically.

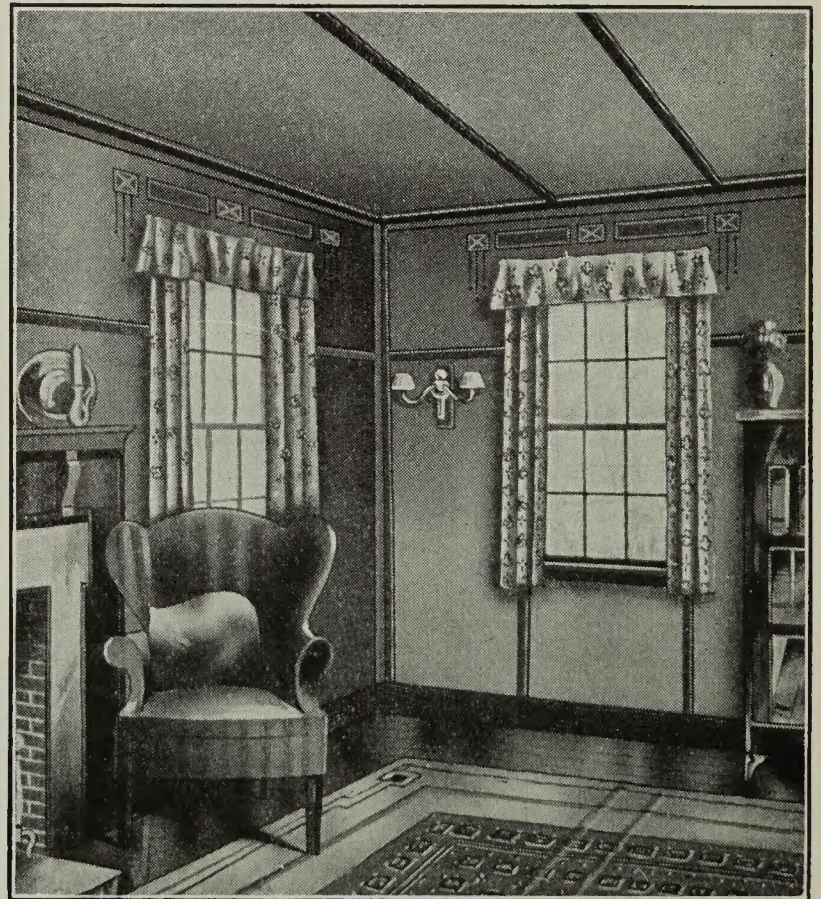


Illustration No. 4

By painting both panels and panel strips the same color, you can give your walls the costly appearance of modeled plaster. When finished in this way the panel strips, especially if UPSON-FIBRE-STRIPS, are scarcely noticeable and are harmoniously inconspicuous showing just enough to give a charm and dignity to the room.

Many fine hotels and homes have been UPSONIZED in this quiet, unobtrusive way which eliminates the objection held by some people against contrastive paneling.

By using UPSON BOARD 64 inches wide, you can practically eliminate all paneling because this width, when run from corner to corner or opening to opening, in combination with a frieze panel, makes an unbroken wall with the exception of a frieze or picture mould. This is the widest board made in America and is another Upson innovation. Paneling on the ceiling can also be practically eliminated by the use of these great, stiff, woodlike panels 64 inches wide.

But if you prefer, you can have contrastive paneling, equally beautiful, by painting or staining the panel strips in a different color from the panels—like the woodwork for example—or in white or some light color.

Just glance at the pictures in this booklet. They do not convey the real beauty of paneling for you can not get the color values of the original interiors. Some walls, you will notice, scarcely reveal the paneling while the contrastive paneling in others brings out the owner's idea as in no other way.

Notice, too, what perfect backgrounds paneling makes for pictures, furniture and draperies. Miss Elsie De Wolfe—a decorator famous for her designs of interiors—says, "The plain painted wall with graceful paneling which just relieves the plainness, is the IDEAL wall."

And remember, cheerful walls and ceilings whether in a home, store, office or factory are suggestive of beauty and pride. They mean more comfort and more contentment if you occupy the building yourself. They mean more income in rentals if you rent.

Opens Wide the Door for Artistic Interiors

UPSON PROCESSED BOARD has the most perfect painting surface of any board. Either the pebbled or smooth side can be used. Practically any kind of paint that can be used on wood, plaster or steel can be applied to UPSON BOARD without a priming or sizing coat.

For ordinary purposes "flat" or dull finish paints are more satisfactory. These are washable—have no gloss—and reflect a soft, restful light. They can be obtained in a wide range of colors—from soft, dainty tints to deep, rich shades.

Two coats of paint will always finish UPSON BOARD except where enamel is used, *oftentimes a single coat being sufficient*. In applying any paint, the directions of the paint maker should be followed with the exception that UPSON BOARD does not require the priming coat usually recommended.

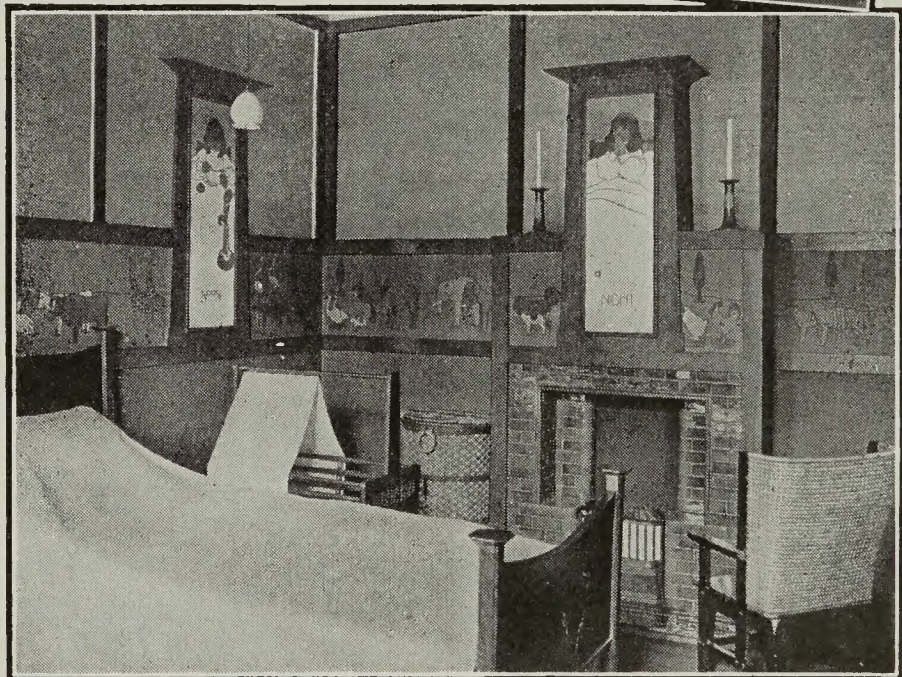
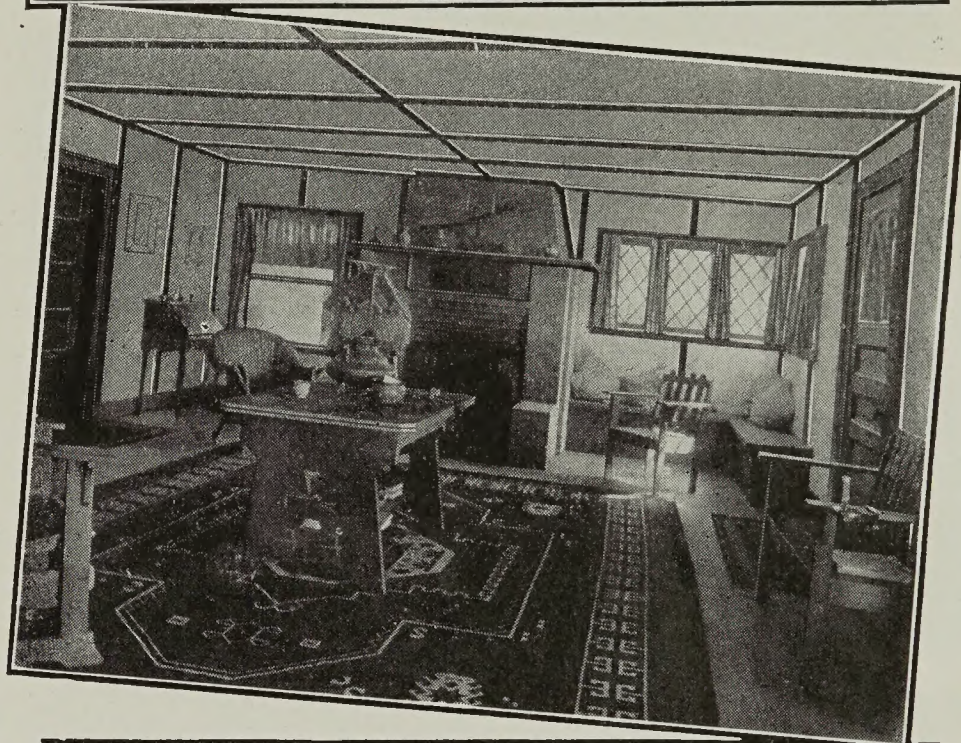
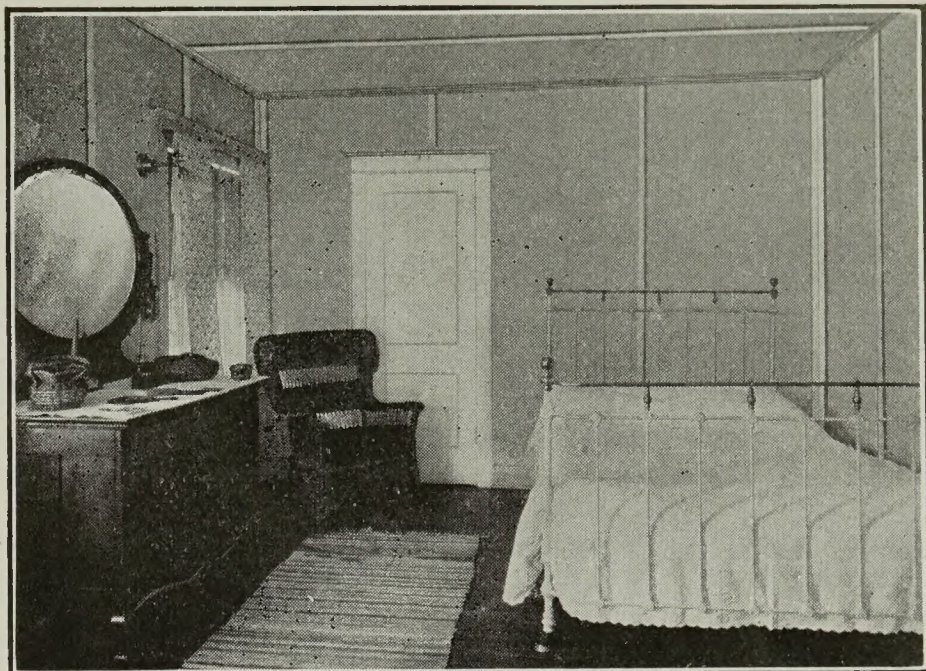
Stippling with a stiff brush made for this purpose will spread the flat paint more evenly, and eliminate the brush marks, especially when a single coat is used.

Many attractive and artistic effects can be obtained by the use of "glaze" colors as well as by blending harmonizing colors. Tiffany effects are created in this way.

The use of stencils also opens a wide field for those who desire original and unique effects. These can be obtained in a large variety of motif suitable for every room.

Your decorator or painter can tell you about the effects mentioned above, but if you are hesitant in

Adapted to every type of house



1. A simple bed room in UPSON BOARD—always clean and cheerful—New York.
2. A bungalow living room in New England.
3. A charming nursery that will withstand little finger prints—Massachusetts.

UPSON BOARD can be utilized in a costly mansion or inexpensive cottage.

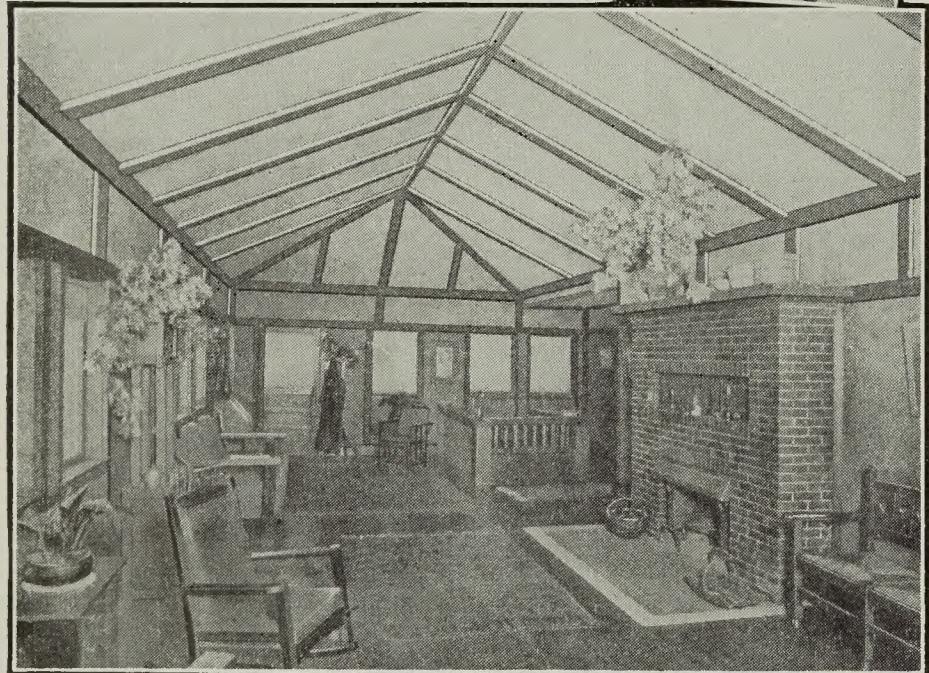
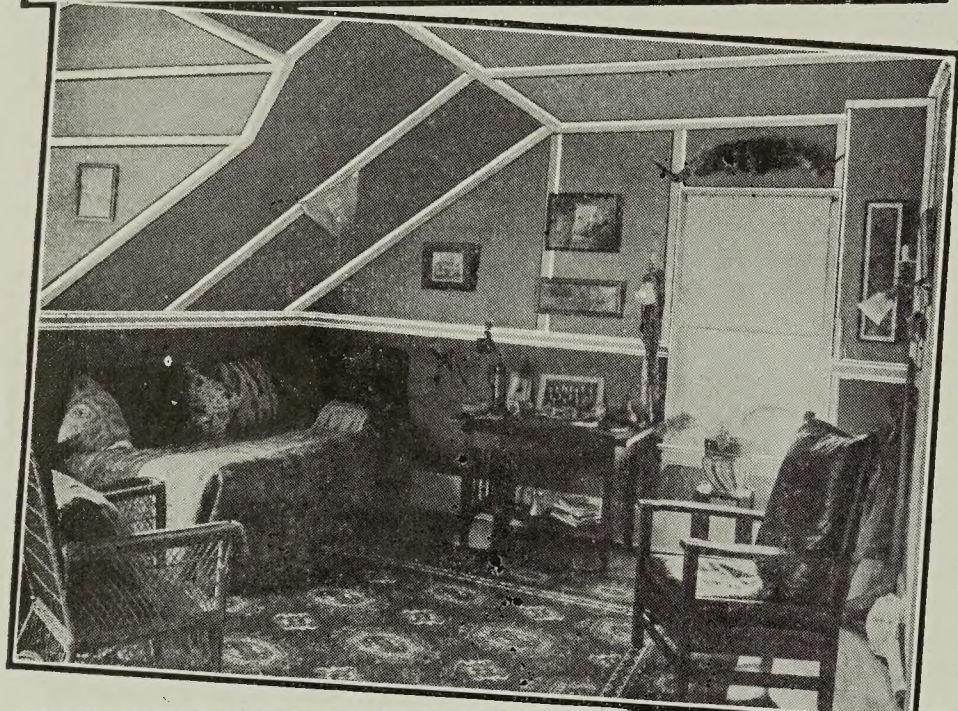
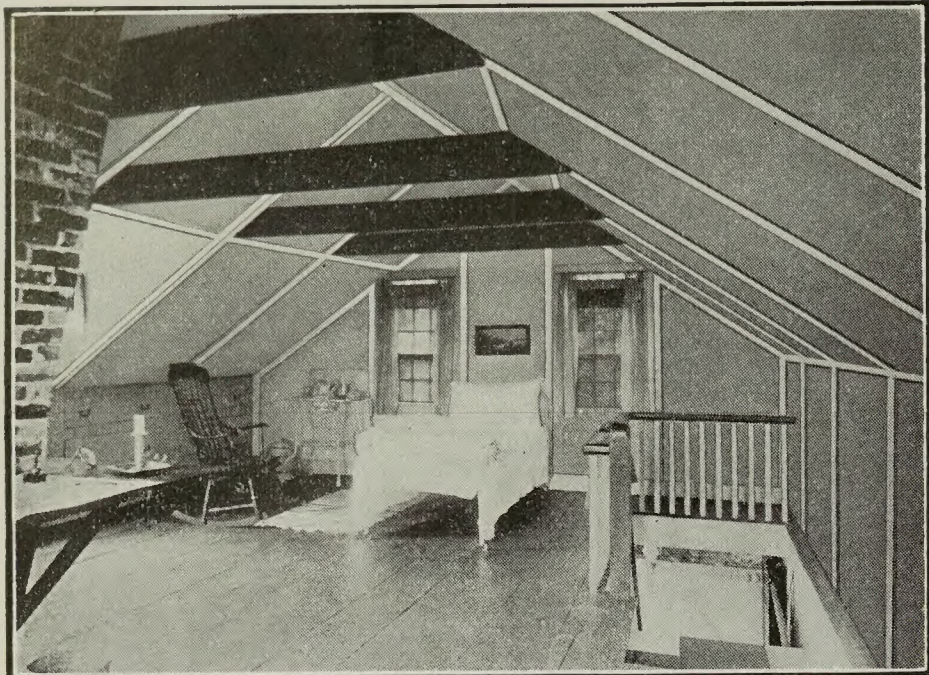
The entire house can be lined with it; or old plastered ceilings can be covered; or rooms partitioned.

In planning each room, keep in mind that the most important object in home decoration is to make the house cheerful and inviting.

If the room is dark, use light colors on the walls; if light, darker colors may be utilized. As the upper part of the room is darker than the lower, the ceilings should be lighter than the side walls. The natural gradation of light is from floor to wall, wall to frieze, and frieze to ceiling.

If the room has a low ceiling, narrow panels of UPSON BOARD will give it apparent height. If high, wider panels together with a wainscot or frieze, or a combination of both, will tend to reduce the height.

Attics are made livable and attractive



1. An unused garret in Connecticut was converted into this livable bedroom.
2. A cosy study in a Pennsylvania garret.
3. A quiet place to rest and smoke—Illinois.

Unlivable space that costs money for rent and taxes can be converted into dry, inviting rooms of every kind at a comparatively small expense. You can thus add a quarter more space to your house by transforming a bleak, barren garret—cold in winter and stifling in summer—into a cheerful, habitable, play-room, billiard room, work shop, or extra bedroom.

Lining the attic will save you money for fuel. If lined, the board acts as an insulating wall that reduces the upward flow of heat in winter as well as lessens the stifling summer heat which renders almost every garret unbearably hot.

UPSON BOARD can also be used in the cellar for laundries, toilets or store rooms. This use of UPSON BOARD will reduce heat bills by keeping the floors above warmer, especially in rooms having no heat under them. It will also prevent fine dust from percolating up through the floor above.

working out color schemes, our Advisory Department will gladly help you.

Not Like Other Boards

The panels of UPSON PROCESSED BOARD are solid and homogeneous, stiff and hard, almost *wood-like* in character. It looks, feels and *works* like lumber.

UPSON BOARD may truthfully be called artificial lumber for it is made entirely of spruce and other pure wood fibers. These fibers are obtained by reducing the original logs to fibrous form.

Then the fine, wiry shredded fibers are fabricated under *enormous* pressure into laminated boards of uniform thickness, which are both wider and longer than wooden boards.

When thus formed, each panel is subjected to the *original* and famous Upson method of *scientific processing* whereby each panel is *kiln-cured*, *water-proofed* and *surface-filled* or primed.

The importance of these qualities is definitely explained in another part of this booklet where you are *plainly* told why UPSON BOARD is *different* from apparently similar boards—why it is better and *cheaper*—and why it is *stiffer*, *harder*, *stronger* and *more dependable* than other boards—a strong statement, but true.

Both Large and Small Panels to Eliminate Waste

For ordinary building purposes, three-sixteenths inch UPSON BOARD is always used. This thickness comes in three widths—thirty-two, forty-eight and sixty-four inches—and in lengths from four to sixteen feet. QUARTER-INCH UPSON BOARD is often used for walls and ceilings receiving unusually severe usage. These widths and lengths meet all average requirements with little or no waste. Even the scraps can be used for some one of the hundred or more uses which UPSON BOARD possesses.

Boards made in small sizes, such as four foot square, are difficult to apply and finish. They cannot be attractively paneled and, if papered, the seams *inevitably* show through.

On the other hand, wall boards with a wood core are subject to much the same limitations as real lumber. The lath edges show plainly, while the unevenness of the surface is revealed by strip “shadows” or undulations. The brittle panels are also difficult to handle.

No Other Lining so Easily or so Quickly Applied

You will be delighted to see how *easy* it is to apply UPSON BOARD.

The panels are clean, light and convenient to handle—easily sawed with a fine tooth saw or cut with a sharp knife.

The only tools you need with a pair of hands are a saw, hammer and a nail set. Any carpenter or you yourself can apply it *any day* of the year, as the panels come to you ready for *immediate application and decoration*.

Nailed Directly to Studs or Old Plaster

The panels are applied directly to the studding or joists; to partitions or over old plaster—being *first* nailed to center studs or joists and *then* on all four edges.

When fastened, the panels are painted and the edges or seams *then* covered with decorative strips.

Altogether, the ease with which UPSON BOARD

is applied is astonishing, and the whole job can be done without the muss, dirt, inconvenience or hindrance of plaster.

The panels, too, can be quickly removed without damage or serious inconvenience when necessary to reach plumbing or wiring—a factor you will appreciate if you have ever had occasion to get inside a plastered wall.

Explicit Directions are Packed in Every Bundle

While the work of putting up UPSON *PROCESS-ED* BOARD is very simple and easy, there are certain ways of *properly* applying it in order to obtain the best results.

Brief instructions—so plain that anyone can understand them—are inclosed with every bundle of board so that a perfectly satisfactory job can be obtained without worry or “guess.” Every purchaser of UPSON BOARD is urged to read these directions before applying and to see that the carpenter follows the directions.

Shortens the Time of Building or Repairing

When UPSON BOARD is used, there is no delay as the work can be done summer or winter. The house may be occupied as *soon* as the board is applied.

When plaster is used, delay is *inevitable*. The application is dependent to a large extent upon weather conditions—masons cannot always come promptly—each coat must be allowed to dry before the next coat is applied—and meanwhile the work of the carpenters is held back, often for weeks.

UPSON BOARD can be applied in *one-third* of the time of plaster by *regular* carpenters so that the entire work of construction can be done by the same workmen under the same builder or contractor.

UPSON BOARD is also more quickly applied than wood because it does not require sanding, matching or joining. And unlike steel, it does not require the services of a skilled mechanic for satisfactory results.

Stronger and Better than Plaster

Even in new buildings, plaster usually chips or cracks. This may be due to several causes, such as improper mixing or application, buckling of lath, shrinking of timbers, settling of building, vibration caused by machinery, or even the ordinary movements of occupants.

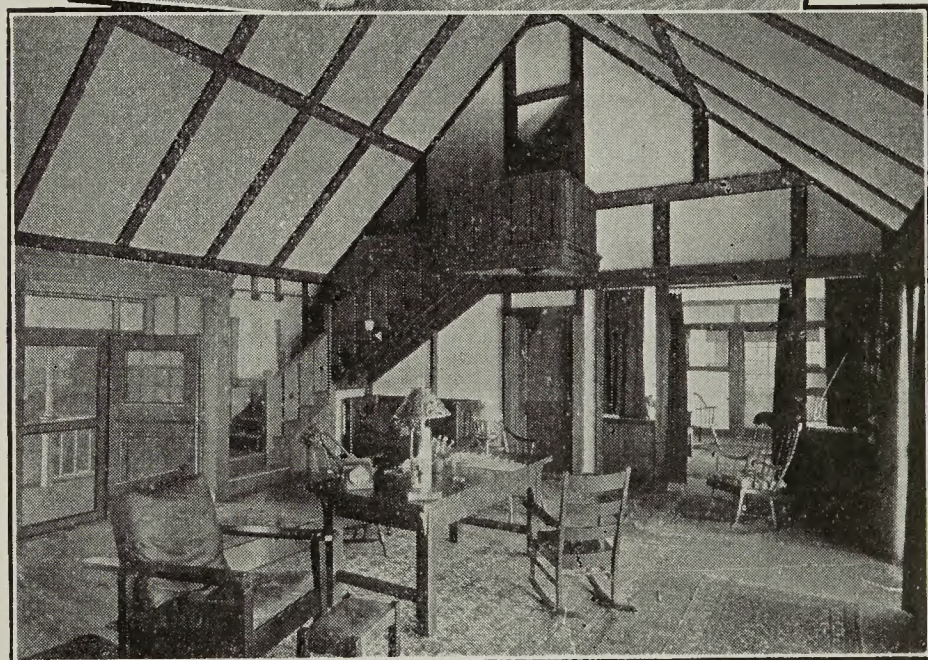
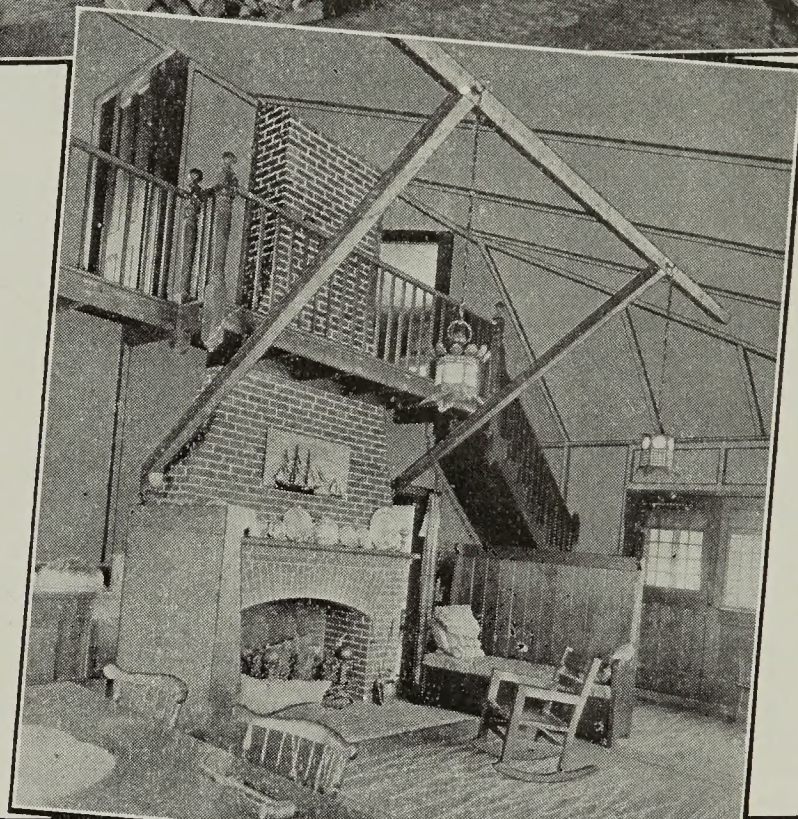
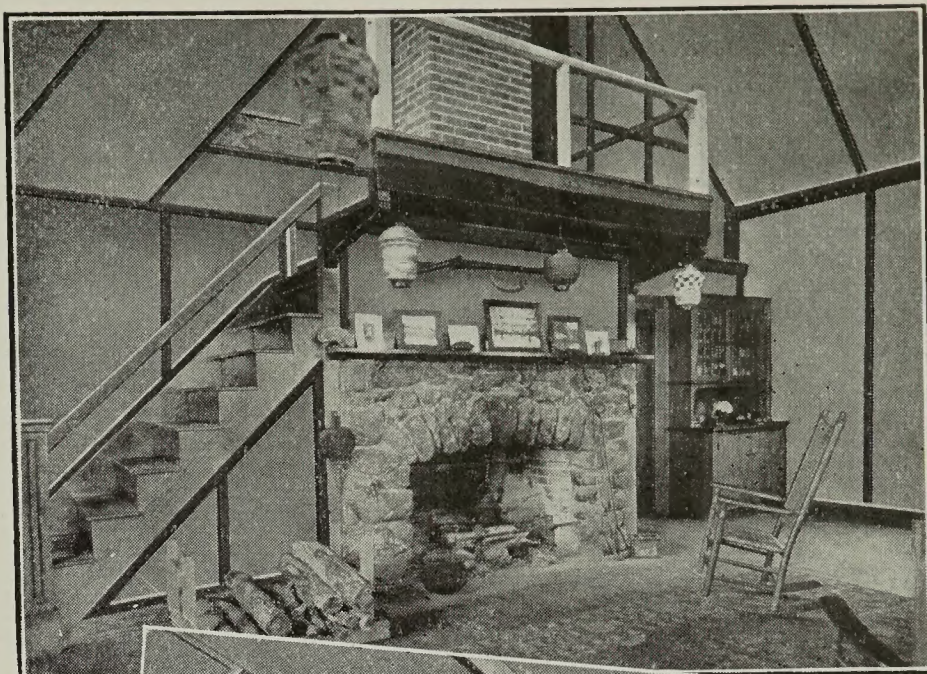
Being *nailed* to the studs or joists, UPSON BOARD is not affected by jars or vibrations while any change in the position of the panels due to ordinary shrinking or expansion of timber or settling of building is concealed by the decorative strips.

Accidental leaks which would cause plaster to bulge or fall have little or no effect upon waterproofed UPSON BOARD—even severe leaks should not permanently affect it.

UPSON BOARD is also stronger and tougher than plaster. It will withstand a pressure of about four hundred pounds to the square inch, while plaster stands but fifty or seventy-five. A knock that would “punch” plaster will not break UPSON BOARD.

One of the great objections to modern hard plaster is its porosity of construction. UPSON BOARD is a good *non-conductor* because it is made of fiber and the minute air spaces in its construction resist the waves of sound, heat and cold. When properly applied, it

Splendid for summer homes



1. A simple but cosy cottage in New Hampshire.
2. A warm, pleasant bungalow in the Adirondacks.
3. A summer home in the Berkshires.

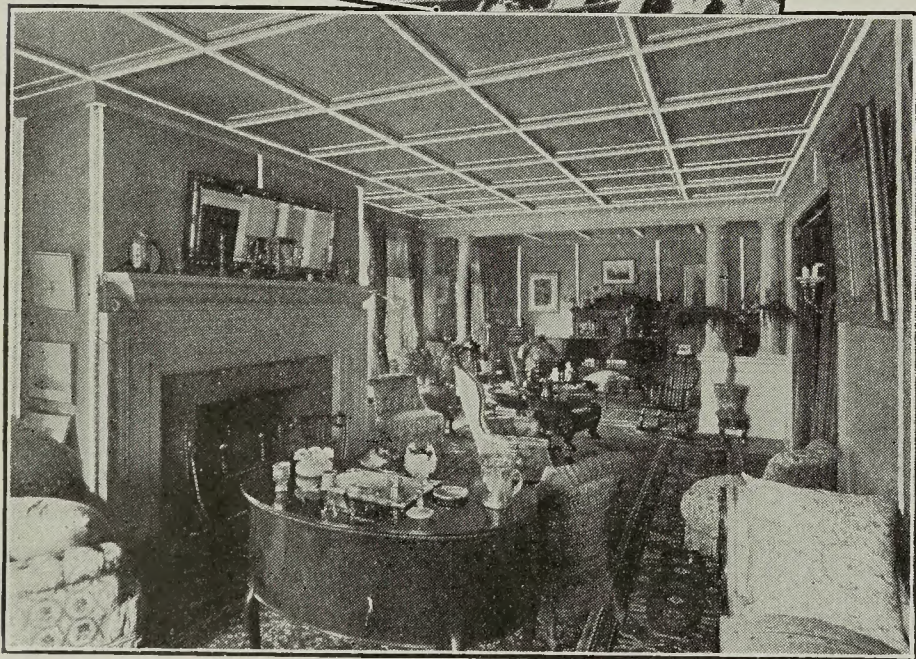
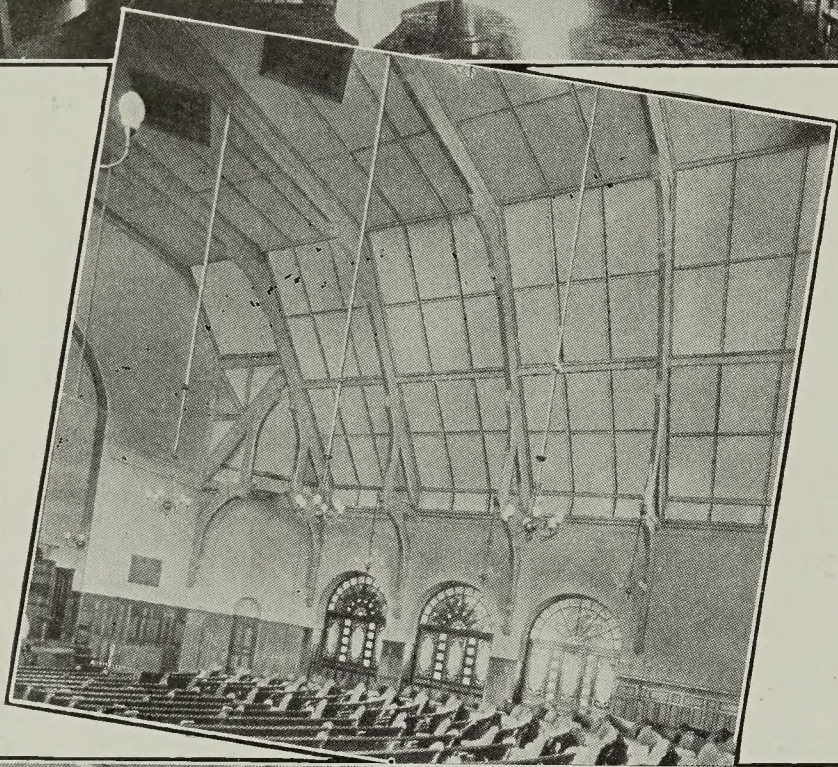
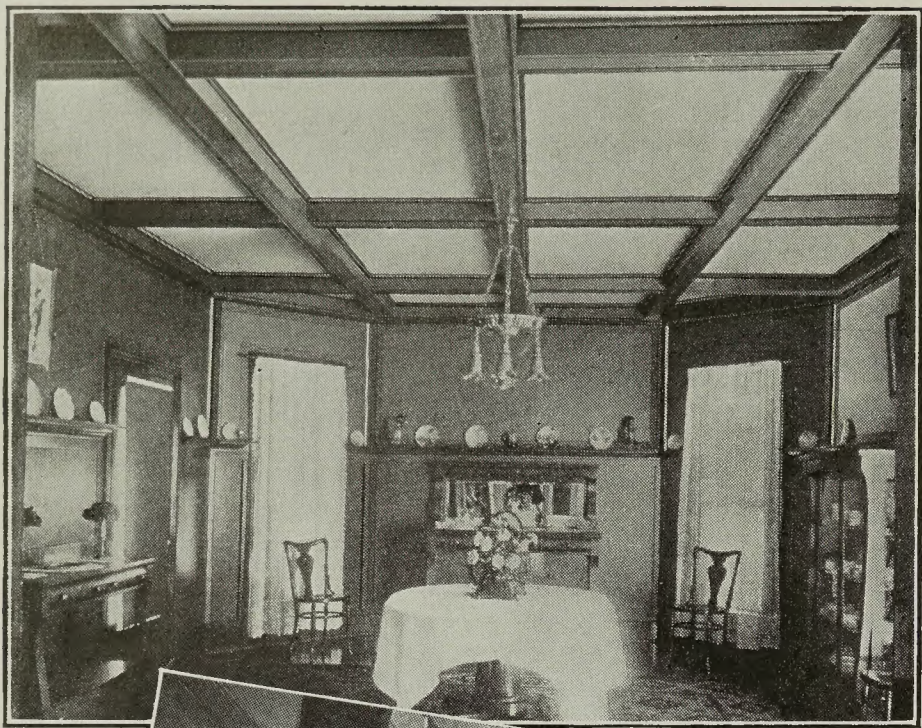
For cottages, bungalows and summer homes, there is no other lining so economical or so satisfactory, as UPSON BOARD makes restful, homelike interiors.

Plaster is often impractical in buildings of this kind because of its cost, atmospheric conditions or weight. UPSON BOARD can easily be shipped and carried to out-of-the-way places where any carpenter or the owner himself can line the bungalow without inconvenience or unnecessary expense.

The use of UPSON BOARD, therefore, gives the owner more time to occupy his building in the limited summer season.

UPSON BOARD is a good non-conductor of sound, heat and cold, and makes the building warmer in cold weather and cooler in hot weather. If you have ever sweltered or shivered in a summer cottage, you will keenly appreciate this quality of UPSON BOARD.

No better lining for ceilings at any price



1. A splendid illustration of UPSON BOARD over old plaster—Shelby, Ohio.
2. This large church ceiling was badly cracked. UPSON BOARD was applied over the old plaster—Utica, New York.
3. Another UPSON BOARD ceiling that was applied over old plaster—Massachusetts.

There is no better lining for ceilings, whether in new buildings or old ones. You know, from experience, that plastered ceilings inevitably cause trouble. They develop unsightly cracks. Jars or vibrations cause them to sag. Accidental leaks often cause them to fall.

These statements are especially true of large or high ceilings where plaster is often a menace to life and limb because of its weight. Since the panels of UPSON BOARD are nailed to the framework of the building, a ceiling made of UPSON BOARD can never fall or crack, regardless of settling, jars or vibrations—while ordinary leaks will not injure it.

UPSON BOARD is especially adapted for recovering old plastered ceilings since it does away with the muss, dirt and delay of plaster. The whole job can be done in three or four days.

makes the building warmer in winter and cooler in summer. It therefore promotes house comfort the year round.

Makes Healthful and Sanitary Walls and Ceilings

UPSON BOARD is made of clean, fresh fibers and makes dry, *healthful* walls. Being waterproofed, it does not *absorb* and retain dampness like plaster or *soft, spongy wall boards*, especially those made of old chip and news fibers or punky “jack-pine” fibers.

If finished with a *washable* paint, its smooth, crack-proof surface can be wiped off like woodwork and kept clean, fresh, and free from dirt or dust. This cannot be done with wall paper.

Vermin cannot live in UPSON BOARD. There is no place in its construction for them to lodge and the antiseptic cement is decidedly objectionable to them.

Weights About One-Fifth as Much as Plaster

UPSON BOARD is *light* in weight. A thousand feet will weight slightly above five hundred and fifty pounds, while plaster weights about 2500 pounds—about five times as much. This makes UPSON BOARD especially adaptable for high ceilings of churches, theatres and other buildings where the *excessive* weight of plaster oftentimes renders it *unsafe*.

The comparatively light, compact bundles are also easier to handle especially when long wagon hauls are necessary.

Upson Board is Fire-Retarding

It is *slow burning*, not fire-proof in the strict sense of the word, but, as the surface is smooth, fire has difficulty in obtaining a starting place.

Being nailed to the framework, it is a better protection than plaster, which falls when heated, leaving the dry, rough lath exposed to the flames as well as creating a draft.

Eliminates the Use of Unsanitary Wall Paper

In using UPSON BOARD, you do away with the expense of *constant* repapering, for ordinary wall paper lasts but a very few years. Wall coverings—whether paper, burlap or cloth—fastened by adhesion usually loosen and are objectionable to many from a *sanitary standpoint* because dust, germs and bacteria are often lodged by such coverings.

The use of wall paper thus defeats one of the most important objects of wall board, which is to have a sanitary, washable, painted surface that can be *kept* clean and immaculate. It is, therefore, recommended that UPSON BOARD be *always* paneled and painted.

Paneling is also recommended because no wall board can be papered with *unvarying* success. Plaster inevitably cracks and breaks the surface of the wall paper—you expect it. This may be due to several causes, but chiefly to the settling of the building or the expansion and contraction of the timbers.

The same forces may pull the panels of the wall board apart *very slightly*, perhaps 1-16 of an inch,

and thus break the wall paper, which is not elastic, just as with plaster. *These statements apply to every make of wall board, whether wood or fiber, and regardless of what the manufacturer may claim.*

Moreover, the new flat paints now procurable are richer, more beautiful and far more sanitary than any wall paper made.

Usually Costs Less Than Plaster

It is almost impossible to *fairly* compare the cost of UPSON PROCESSED BOARD with lath and plaster owing to the variation in prices of labor and raw materials in various parts of the country as well as the many ways of finishing either material.

In using UPSON BOARD, you pay only for the surface to be covered, while in plastering you are usually obliged to pay for all openings such as doors and windows. As these openings sometimes comprise a quarter of the room area, the saving in the use of UPSON BOARD is considerable.

In some parts of the country, the cost of UPSON BOARD is about the same as lath and plaster—sometimes less. But note this statement—its first cost should be the last cost—for UPSON BOARD eliminates the inevitable repairing of plaster as well as the expense of constant repapering. From the standpoint of durability and cost of maintenance, therefore, its economy cannot be questioned.

Wood and Steel Costs One to Three Times as Much

Even on its first cost, UPSON BOARD will save you from one-third to one-half over wood. It comes to you all ready to be applied and saves you the cost of joining and sanding, as well as the cost of matching for which you must add a fifth more lumber to the actual surface to be covered.

Steel costs twice as much for material as UPSON BOARD and three times as much to finish. The stiff, conventional designs of steel with its awkward joints are excelled by the artistic panels of UPSON BOARD.

Applied Over Old Plaster Without Muss or Delay

One of the principal uses of UPSON BOARD is for *recovering* unsightly or unsafe plastered walls and ceilings. There is nothing better at any price for this purpose.

Repairs to plaster are never satisfactory because lath stains or waves will always appear on replastered surfaces. For this reason many architects will not allow replastering without first removing all the old lath and plaster which naturally adds to the expense of repair work.

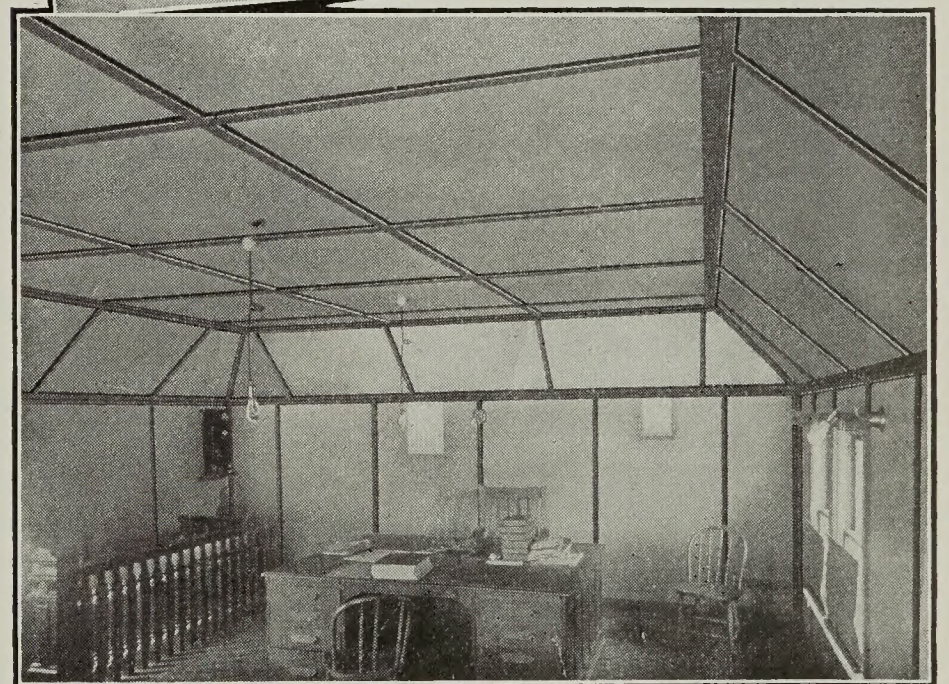
And nothing is so exasperating—nothing so upsets a house as to have the walls and ceilings done over or repaired. The room is uninhabitable for days if not for weeks, and the furnishings are often ruined.

UPSON BOARD makes it possible for you to occupy your room again in three to four days without removing the furniture, as there is no dust or litter as with plaster.

The large panels of UPSON BOARD can be applied over the old plaster, when level, without even removing it. When the old plaster is uneven, however, it is better to furr with cheap wooden strips just as you would for steel ceilings, then nailing the panels to these strips to get a level surface.

Continued on page ten

Makes durable walls and ceilings for stores



1. An artistic ceiling in Robb's Art Store—Buffalo.
2. The cracked, dingy ceiling of this store was speedily replaced by UPSON BOARD—without danger or delay, Milwaukee.
3. The Niederpruem Construction Co., of Buffalo, realized the advantages of UPSON BOARD and lined their handsome office with it.

Every kind of store can be speedily and economically finished, remodeled or partitioned with this modern lining, and the decorator is offered the widest latitude in obtaining unique interior effects.

Bakers, restaurants, candy, drug and other stores that must be kept clean and immaculate will find UPSON BOARD especially adapted to their uses as the painted surface can be wiped off like woodwork, while a single coat of paint will make it as good as new.

It is especially adapted for remodeling since it is applied more easily and more quickly than plaster and eliminates much of the dust and dirt that is always attendant upon the use of plaster—a statement that will appeal to owners who have expensive stocks displayed.

UPSON PROCESSED BOARD IS STRONGER, TO

BEST BY EVERY TEST

Stiff and Strong Like Lumber

The long, tough, wiry fibers, in UPSON BOARD make a stiff, woodlike board, while the Upson Processing hardens and toughens these fibres.

Look at this man holding a 10 ft. panel of UPSON BOARD. It stands erect. Other fiber boards would curve and twist, while boards with a wooden core easily snap and break. The strength and stiffness of UPSON BOARD makes it easier for the carpenter to handle and work.

Pick the Corners of Upson Board

Some boards are so soft that you can easily dent them with your finger nail while but little pressure is needed to open up their corners.

UPSON BOARD is harder because of its fine, tough fibers and the greater pressure with which they are put together. The corners therefore do not split open as easily. It is not rubbery, however, like boards made of warping "old news" or dirty "chip" fibers.

Cuts with a Clean Edge

Take your knife and cut a sample of UPSON BOARD. It cuts with a smooth edge like a piece of pine lumber. Most boards saw or cut with a ragged edge while boards put together with tar or pitch gum the saw and make twice the labor.

This is *another* reason why carpenters prefer UPSON BOARD and why they can apply a quarter more each day.

Sands Without Fluffing

UPSON BOARD sands like wood. Soft boards cannot be sanded as they rough up or "fluff."

When enameling, this quality is important because you must have a smooth surface. UPSON BOARD eliminates the expense of extra undercoats to build a surface that can be sanded.

Usually Cuts the Cost of Painting in Two

UPSON BOARD does not need a sizing or priming coat. Most boards have a strong suction and require a sizing coat which adds at least \$5 per thousand to their first cost.

If you doubt this statement, give UPSON BOARD a single coat of paint. UPSON BOARD will take the paint smoothly and evenly while soft boards will take *more* paint and take it unevenly.

The photograph shows a single coat of blue paint on UPSON BOARD and three other boards. Board No. 2 took the paint *unevenly* and materially altered its color, while boards Nos. 3 and 4 literally drank the paint in *spots*. Beware of boards containing wax or paraffin. Paint will not bond tightly to a *greasy* surface.

Your own two eyes can prove Upson Processed

No other wall board has so many distinctive features that urge you to test or compare his product by making your own. Throw a sample of UPSON BOARD against a wall and hear its woodlike thud. Scratch its surface with your finger nail and see how strong it is. Then make the test of strength when applied. They will demonstrate why UPSON BOARD is the **CHEAPEST** board when painted. Do not let anyone else tell you for you. These practical tests tell you the truth about any wall board.

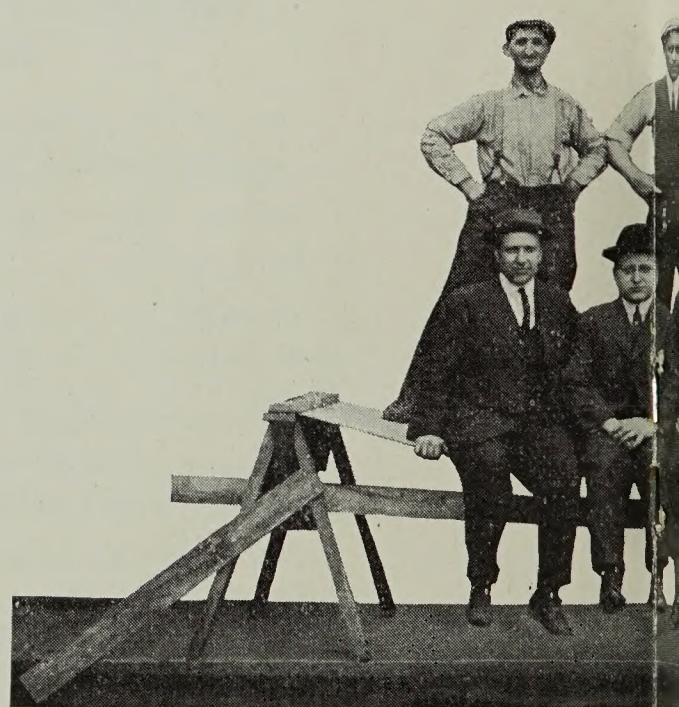
This trade mark stamped on every panel

Reg. U. S. Pat. Off.



The genuine has the famous blue center

The upper portion of this illustration shows UPSON BOARD. The lower half shows the back of the board which can be used as a base for other materials.



This Remarkable Photograph Proves the

Think what this means! More than seven hundred men have stood on a single eight-foot panel of UPSON BOARD. What other wall board could do this? Plaster would crack with a single man on it, and elasticity of UPSON BOARD and shows you the reason. It strains and punches that would cause plaster to crack.

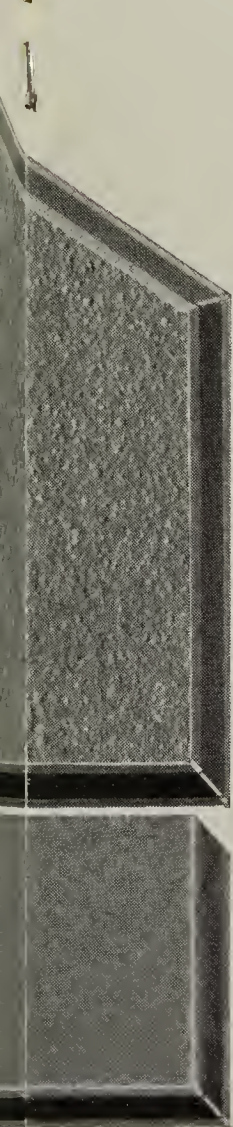
Affidavit that this photograph is a genuine test. A like photograph used by imitators shows the strain in the center where the strain is greatest.

UPSON BOARD LAYS FLAT ON THE WALL. AFTER ALL IS SAID AND DONE, THIS IS THE ONLY BOARD THAT DOES NOT HAVE ONE COMPLAINT TO A MILLION FEET WITH UPSON PROCESSED BOARD—A RECORD UNBROKEN

TOUGHER, STIFFER AND MORE DEPENDABLE

Prove the superiority of UPSON BOARD

distinctive qualities. No other maker
product by "open" tests that YOU can
BOARD down on the floor and hear
and see how hard it is. Bend it
the tests suggested on this page.
BOARD gives BETTER satisfaction
you that UPSON BOARD is the
to let any one do YOUR judging
how to determine the value of



*This trade mark
stamped on
every panel*

Reg. U. S. Pat. Off.



*The genuine has
the famous
blue center*

on shows the pebbled surface of UPSON
the back or smooth side. Either side
be used.



Proves the Strength of Upson Board

hundred pounds are sustained by this
other lining will stand this test?
on it. This proves the splendid strength
you that UPSON BOARD will stand
plaster to crack and fall.
test will be furnished upon request.
shows the weight on the ends and not in

BE YOUR OWN JUDGE

Pebbling Will Never Come Out

The pebbled surface of UPSON BOARD will never come out and affords a splendid surface for finishes. Soft boards give up their pebbling when exposed to dampness. You can easily prove this by rubbing a wet sponge over the surface of such boards. The Upson Processing makes the pebbling a permanent part of the board.

Each panel is "sized all way through," but the Upson Process puts the waterproofing on the outside where it is needed.

Ordinary Leaks Will Not Injure Upson Board

Oils and gums are forced into UPSON BOARD and form an enveloping film or coat that corresponds to varnish or paint on wood. Inasmuch as dampness usually exists while accidental leaks occur in nearly every building, this quality is important and it must be on the outer surface to be effective.

While not absolutely impervious, UPSON BOARD will withstand water for one, two or four hours—and even longer without injury. The first photograph shows a small quantity of water being placed on UPSON BOARD and three other boards, two of which were supposed to be waterproofed. Thirty minutes later, the water was removed and the spots where the water stood scratched with the thumb nail. The water had penetrated half way through the other three boards and the saturated fibers were easily peeled back. UPSON BOARD was as hard and as stiff as ever and had absorbed little or no moisture.

Soaking in water is a ridiculous test and proves nothing because no board is ever submerged in water. Who ever heard of "soaking" a door to see if it would warp when hung? The test should be made on the outside as in actual installations.

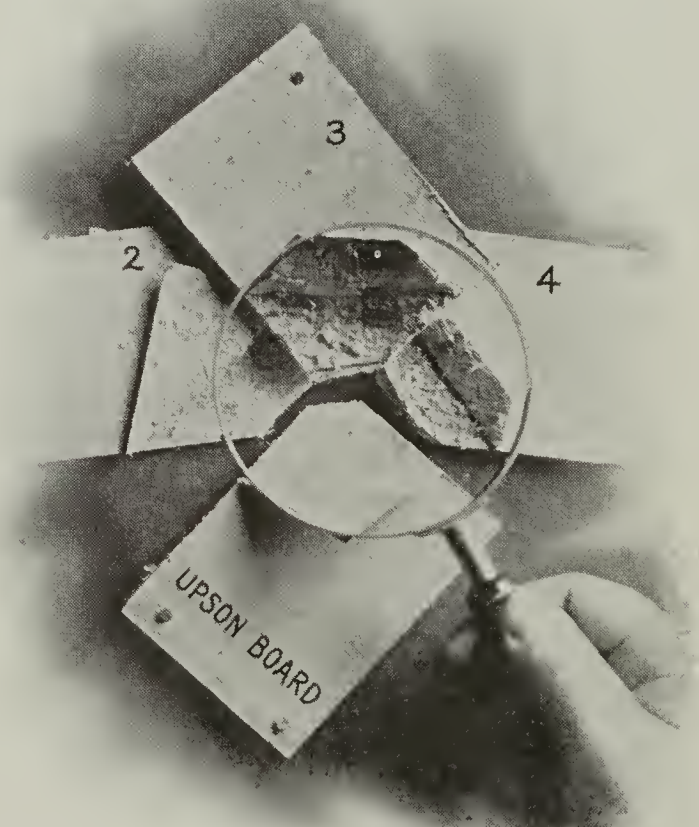
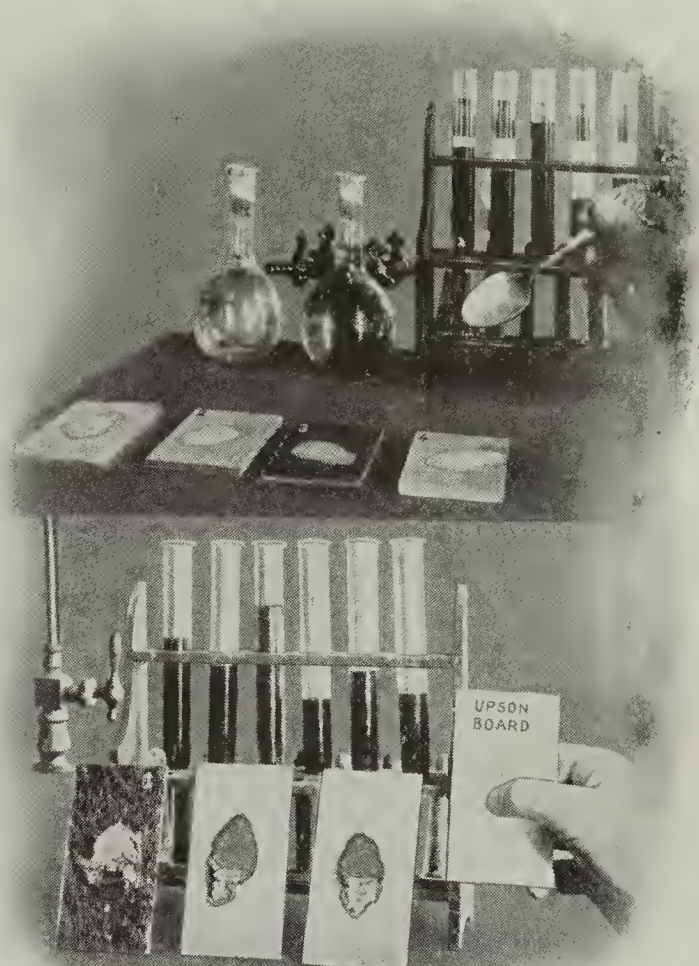
Made of Longer, Tougher, Cleaner Wood Fibers

The glass and camera show you the remarkable difference in the raw materials used in the four boards photographed, although the reduction has materially lessened the real difference.

Some boards are made of dark brown or dark grey fibers which may be gathered from the filthiest of sources and may carry germs and bacteria. These fibers, as shown in sample No. 3, are short, weak, a menace to good health, and are very apt to curl, twist and buckle on the wall.

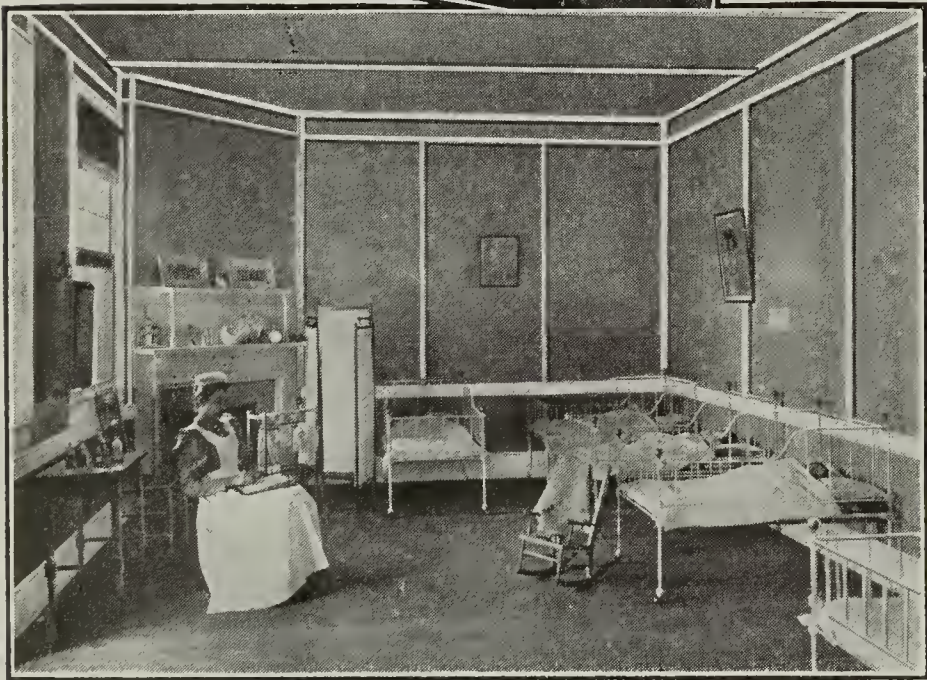
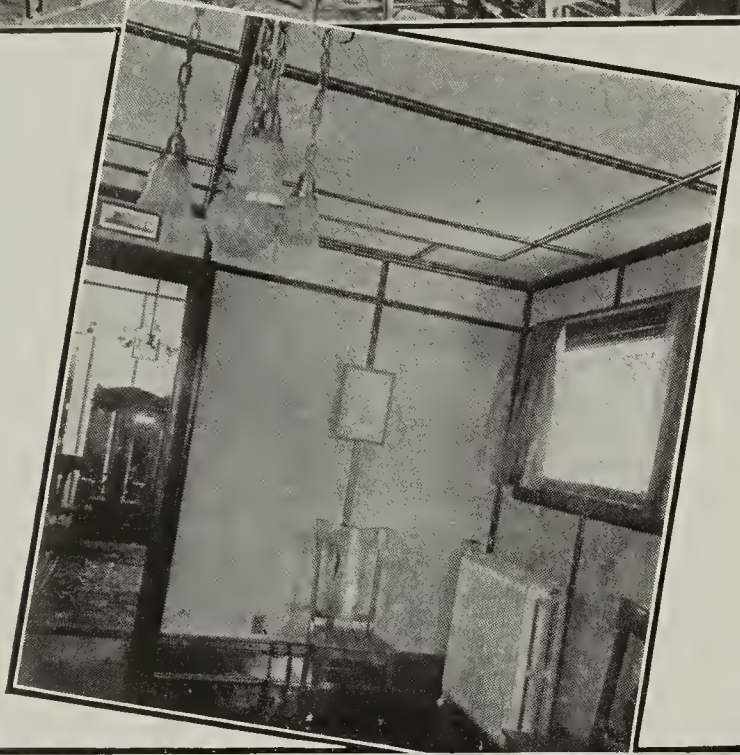
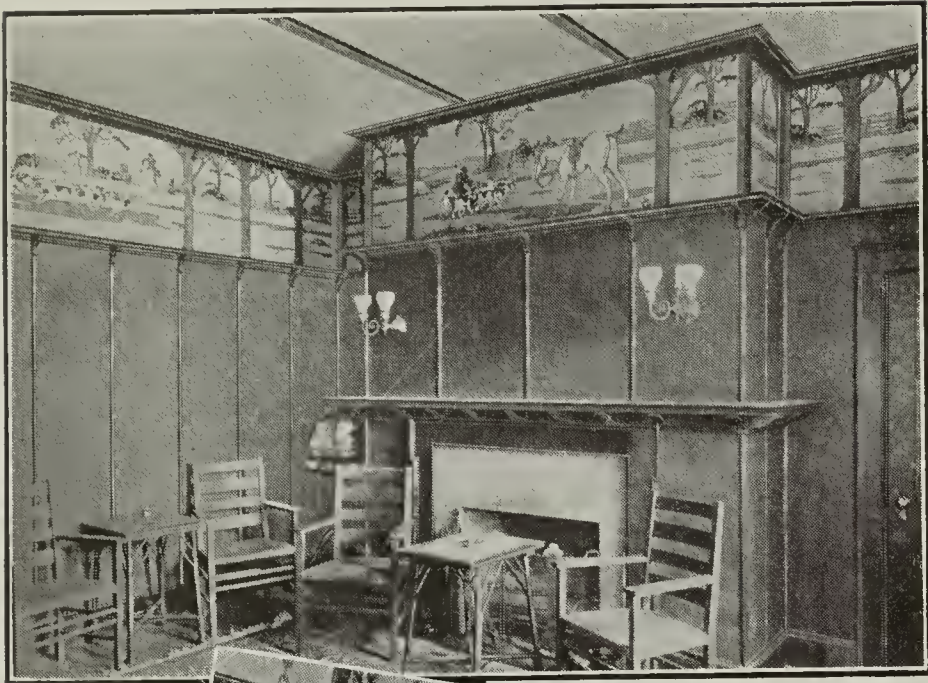
Some boards are made of coarse, lumpy, short, cream color wood fibers from "jack pine," hemlock and other trees because they are cheap. Naturally such fibers do not tightly interlace, and make a soft board, lacking in strength as evidenced by samples Nos. 2 and 4, while the resinous matter in them causes quick deterioration.

The fine, wiry spruce wood fibers in UPSON BOARD are more tightly imbedded and make a stronger, stiffer board. They are purposely colored blue as a ready means of identification. In buying UPSON BOARD, therefore, you are certain of getting the best raw materials that money can buy.



REAL TEST. NO OTHER BOARD HAS SAME GOOD REPUTATION FOR SATISFACTORY SERVICE
UNEQUALLED BY PLASTER, STEEL OR WOOD,—AND CERTAINLY BY NO OTHER WALL BOARD

Makes attractive walls and ceilings for public buildings



1. An attractive corner in a New England Club house.
2. This doctor's office in New York was part of a special addition to his residence.
3. A hospital room showing how effective UPSON BOARD is in buildings of this kind—Illinois.

UPSON BOARD is extensively used for lining public buildings. Every kind of building—club houses, railroad stations, office buildings, hospitals, hotels, theatres, or resorts can be finished with it.

The walls and ceilings can be painted with soft tints that are not only pleasing but restful to the eyes—a necessary characteristic of a public building.

When finished with a washable paint, the walls can be wiped off and kept sanitary and clean. Being stronger than plaster, it will stand knocks and punches that would injure plaster or cause it to fall. It is, therefore, a more durable lining for this class of buildings.

Used Extensively by Manufacturers

Manufacturers can use UPSON PROCESSED BOARD in making many different articles. As it is more quickly applied and finished with less trouble and delay than wood, its use can save many dollars. Manufacturers of novelties, signs, show cases, cabinets and other articles can profitably utilize thousands of feet for their products.

Indispensable Around Every Home

Home owners will find UPSON BOARD just as useful as lumber. The young as well as the old can use it in making many useful articles, or for many every day purposes, such as—

Wardrobes	Waste baskets	Toys
Closets	Fireless cookers	Drawing boards
Photographic dark rooms	Tables	Pads
Doll houses	Picture mounts	Bins
Partitions	Lap boards	Screens
Cabinets	Clothes chests	Furniture

A Board With 100 Uses for Use in 1000 Places

And so the list might be continued indefinitely. UPSON BOARD is a product with uses *unlimited* that can be used in the city or on the farm, in big buildings or little buildings, anywhere that plaster, steel or wood can be used.

Store decorators and trimmers will find Upson BOARD useful in many ways—from trimming windows to the creation of display rooms, backgrounds and special forms. Quarter Inch Board, is especially adaptable for this purpose when a *strong*, heavy board is needed.

Face the Facts in Buying Wall Board

No wall board is cheap merely because its *selling* price is low.

On the contrary, *cheap* boards are the most expensive as a low *first* cost is invariably followed by a *high final* cost.

What you want is the best value for your money, dollar for dollar—the most dependable and most durable board. The time to investigate, therefore, is *before* you buy and not afterwards.

Otherwise do no blame anyone, or think all wall boards are the same if you get board that curls, shrinks or buckles. There is a big *difference* in wall-boards. UPSON BOARD is made good to make good.

Upson Board is Conscientiously Processed

A wall board is not necessarily a good lining because it is called “wall board” any more than an untreated piece of felt can be called a *good roofing*.

You buy lumber, brick, roofing and nearly every building material according to *grade*—why not wall board—for there is a much greater difference in quality?

Some wall boards are so cheaply and so crudely made that they cannot possibly give uniform satisfaction since soft plies of spongy fiber will not make a hard, stiff lining such as wall board *ought* to be.

They are doomed to give dissatisfaction before they even leave the factory of the maker.

Car wheels, trunks, tool handles and electrical insulation, for instance, are made of fiber which has been *scientifically processed* or treated. In its original

form, the fiber would be without value for the various purposes. It is the method of manufacturing and processing that transforms the original fiber into products of commercial necessity.

Likewise with wall board. It is the high class, *pure* wood fibers and the scientific *processing* which places UPSON BOARD in a class by itself.

Each of these steps, which makers of cheap board deem unnecessary, *ADDS to the cost* of making UPSON BOARD but each *helps* to make UPSON BOARD "*the*" thoroughly dependable board.

Good All the Way Through

Only long, wiry *pure* wood fibers, which make the strongest, most enduring board are used in the manufacture of UPSON BOARD. These are specially selected and combined under the Upson Formula in order to lay flat and insure satisfaction. *No* board uses better fibers.

Some makers think of *low* cost and profit rather than the good will and satisfaction of the buyer. So into their products go cheap "jack-pine" fibers which make a punky, mealy board that "goes to pieces" quickly. Or rubbery "old news" fibers that drink moisture and are apt to curl and twist. Or dark colored fibers from the filthiest of sources that may carry disease. Or by-product fibers from roots, roofing and other materials whose first use utilized their strength and goodness. These *inferior* fibers lessen the cost of the board for the manufacturer and reduce the life of the board for the buyer. *Shun them!*

UPSON PROCESSED BOARD comes to you a clean, sanitary product on its face value. *It is honest all the way through.*

Kiln Cured to Remove Excess Moisture

All lumber will expand and contract more or less under varying atmospheric conditions. For this reason, conscientious builders and contractors exercise great care in obtaining well seasoned or kiln dried doors and trim for finishing interiors. They *know* that "green" or unseasoned lumber *may* pull and shrink.

ANY wall board may also expand and contract MORE or LESS just as lumber does because it is made of the same wood fibers, the tendency of wall board to expand and contract depending upon the kind of fibers used and the amount of moisture in the wall board at the time of application.

This statement is true of EVERY wall board on the market, whether made of fiber or wooden strips and regardless of what the manufacturer may CLAIM.

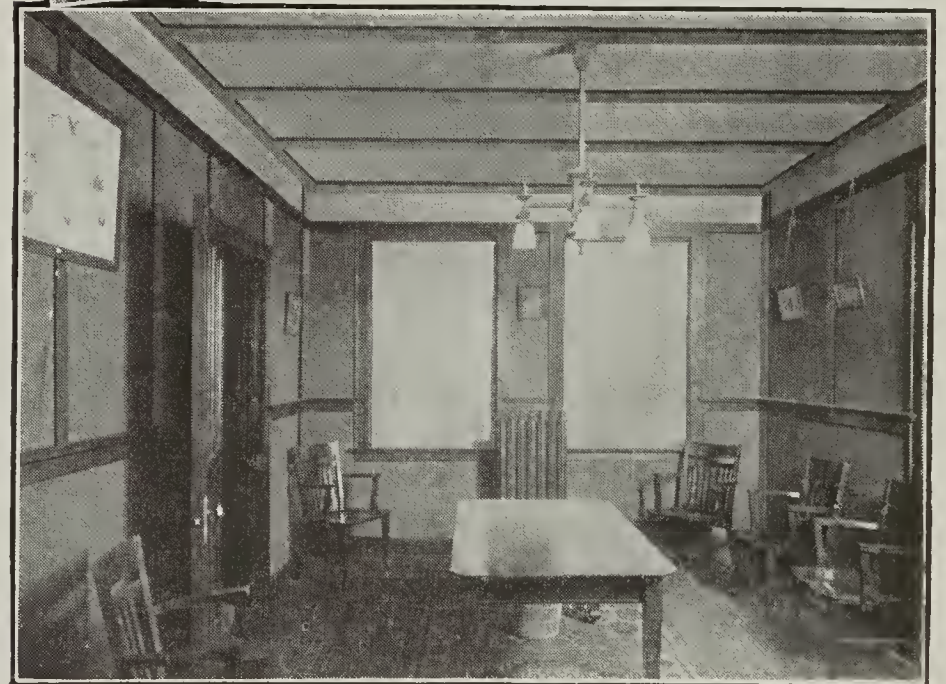
In order to *reduce* the expansion and contraction of UPSON BOARD to a *minimum*, special care is first given to the selection and combination of the fibers used in its manufacture.

These fibers are put together with greater force in order to make a more compact board so that moisture has greater difficulty in penetrating—a statement that can be proved by an examination of the "dependable blue" center of UPSON BOARD which will be found to contain long, tough, wiry fibers tightly imbedded rather than soft, bulky fibers loosely woven.

Then every panel is carefully *Kiln Cured* to take out the excess moisture, just as the maker of fine doors and furniture exercises care to see that his wood is well seasoned or cured. This expensive and slow way of seasoning is the *only* way to effectively "season" wall board.

Some wall boards are shipped "green"—just as they

An economical, durable lining for factories



1. The ceiling of this workroom was unsafe, but UPSON BOARD was easily applied over the old plaster—New York.

2. A handsome ceiling in Buffalo. Plaster could not be used because of vibration.

3. A simple consultation room partitioned off one corner of a factory in Ohio.

UPSON BOARD is adapted for factories and warehouses, especially where the vibration of machinery makes plaster unsafe, if not impossible.

In such cases, it not only beautifies the walls and thus improves the factory environment, but it makes the building more uniform in temperature the year round. Mill wrights will find UPSON BOARD almost indispensable as it is more quickly utilized than thin lumber.

It can be used from one end of the factory to the other—and for a dozen different purposes, such as—

Office partitions
Shop divisions
Stock rooms
Machine guards
Ward robes

Work rooms
Closets
Telephone booths
Storage cabinets
Office furniture

Suitable to every kind of Interior



1. An individual, private display room in a large department store. Rooms, like this, finished in soft, neutral colors afford a splendid background for goods while the seclusion makes quicker sales possible.

2. An UPSONIZED ball room in one of the most famous hotels in New England. This hotel has used thousands of feet of UPSON BOARD in alterations and improvements.

3. This handsome restaurant was created in a large department store at little expense. This floor was previously used as storage space but was easily UPSONIZED into this dainty and attractive interior.

These illustrations prove the wide utility of DEPENDABLE UPSON BOARD. It can be used in every kind of building and makes staunch, strong walls and ceilings that can never crack, chip or fall.

But do not confuse Upson Board with other boards. No board has the same good reputation for successful installations. Upson Board makes good because it is made good.

come from the forming machines. They are not cured or seasoned, and comparative tests will show them to often contain a high percentage of moisture which means an inevitable shrinking of the panels.

The expense of drying UPSON BOARD *adds* considerable to its cost of manufacture, but is simply one of the steps which help to make UPSON BOARD the standard of quality among wall boards—a fact evidenced by the United States Government when it specifies that treated fiber board must be “UPSON BOARD or equal.”

Ordinary Leaks Will Not Injure Upson Board

After being *heat cured*, every panel of UPSON BOARD is *waterproofed* by being *impregnated* with oils and gums of known value—our own special formula based on many years' experience in handling fibers.

This operation corresponds to the varnishing or painting of fine lumber. It seals the pores and forms an enveloping film which resists the penetration of dampness and water and the disintegrating action of air.

Each panel is “sized all the way thru,” but this misleading description should not be confused with the scientific *Processing* which UPSON BOARD receives. “Sizing” and “Processing” do *not* mean the same thing.

UPSON BOARD is not impervious in the strict sense of the word, but water can stand on the panels for one, two or four hours, and even longer—without injury to the board.

The oils and gums used in *waterproofing* UPSON BOARD harden with age and will not evaporate.

Count the Cost Before You Buy Any Wall Board

It is only natural that you consider price as well as quality.

“What is the price of wall board?” At first thought you may answer, “The price I must pay for the *board itself*.”

The correct answer is, “The original cost of the board *plus* the cost of painting or finishing.”

It costs you just as much to apply a cheap board as it does DEPENDABLE UPSON BOARD. There is, therefore, no saving in this respect.

But if UPSON BOARD *saves* you \$5 to \$15 per thousand in the cost of painting or finishing, isn't it economy, if necessary, to pay a little more for it at its *initial* price in order to make a *material* saving on the *final* cost?

Usually Cuts the Cost of Finishing in Two

Because of their porosity, most boards have a strong suction for paint. They require a troublesome and expensive varnish or shellac sizing coat to fill their surfaces and keep the paint from striking in. Otherwise, gallon after gallon of paint is absorbed, and paint costs money.

This priming or sizing coat *adds* at least \$5 per thousand square feet to the *first* cost of such boards, and also adds an *unnecessary* day in finishing the board. An average room, 20x20, contains 1,000 sq. ft.

Here are the figures to *prove* this statement—

1. The lowest price of varnish or shellac per gallon..	\$1.00
2. The average number of gallons per 1000 square feet,	
2½	2.50
3. The average cost of applying per 1000 square feet.	2.50
	<hr/> \$6.00

These figures are *conservative* as your painter can testify. Even if glue size is used—and it is not as satisfactory—the cost will be nearly as much.

Upson Board Comes Surface Filled But Contains no Greasy Wax or Paraffin

UPSON PROCESSED BOARD comes to you surface-filled or primed, *ready* for immediate painting. No priming or sizing coat of any kind is needed, for the UPSON method of mechanical priming makes an almost perfect painting surface. No other board paints so smoothly or so evenly.

There is no *wax* or paraffin used in the Upson Process to strike through your paint and discolor or make it shiny in spots. *Moreover, paint will NOT bond tightly to a greasy wax or paraffin base.* It mars, scratches and peels easily. You can always tell wax when water rolls around in globules, or by the greasy "feel" of the board.

Soft Absorbent Boards Cost \$5 to \$15 More to Paint

No board can be sized uniformly by hand. The size strikes in *unevenly* from the brush. As a result, the first coat of paint on a hand-sized board is usually uneven. Dark-colored or spongy boards therefore require at least two, usually three, and sometimes four coats of paint in addition to the priming coat.

UPSON BOARD can always be finished smoothly and evenly with two coats of paint. *Oftentimes a single coat, especially when stippled, is sufficient to cover its light-colored surface.*

It thus *saves* you the cost of the priming coat and at least one coat of paint, or from \$5 to \$15 per thousand square feet *less* than the cost of finishing other boards.

Think of this economy in buying wall board, for the cost of painting is just as much a part of the cost of the board as the board itself and should be considered.

The Quantity and Cost can be Easily Estimated

UPSON Distributors will gladly estimate your requirements upon being given the necessary information as to dimensions of walls or ceilings, or our Advisory Department will gladly furnish estimates.

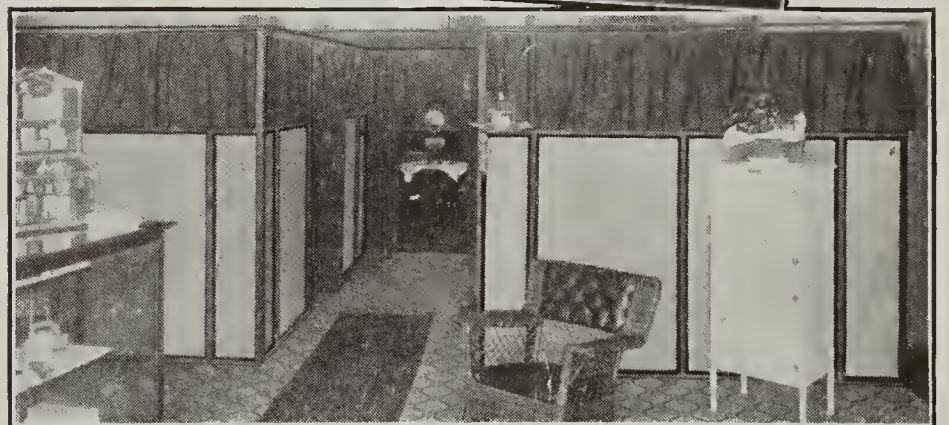
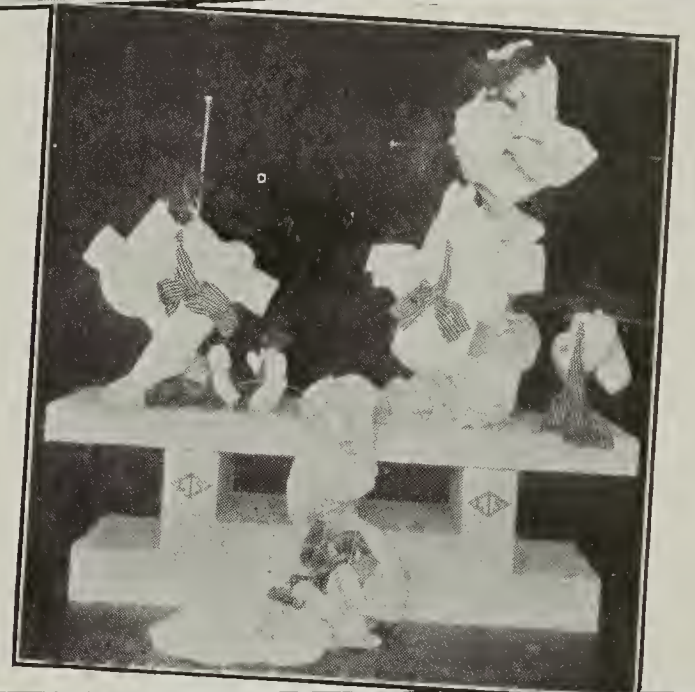
But you yourself, if you wish, can quickly figure the cost by plotting the space to be covered.

You first determine the distance between the centers of your studding or joists and select the proper width of panel. Then decide whether you will run your panels from the floor to the ceiling or whether you will have a frieze or wainscot. When this is done, choose the panel lengths that will come nearest your requirements.

The 32 and 64 inch panels may be used upon studs centered at 16 inches while the 48 inch panels are adapted for studs centered at 12, 16 or 24 inches. By "centers" is meant the distance from the middle of one stud to the middle of the next stud, and that all studs are placed on the same basis.

If a wainscot or frieze is desired, it is well to order the longer lengths of panels so that the panels will run from corner to corner of rooms less than sixteen feet.

A vital necessity to every decorator



1. An attractive hardware window of Lilly & Stal-naker, Indianapolis.
2. A trade compelling window background by Wright, Decorator for Hirsch's, Niagara Falls.
3. All kinds of display forms can be made of UPSON BOARD. This one made by Economist Training School, New York.
4. Private manicure booths, showing how well adapted UPSON BOARD is for booths or individual rooms—Buffalo, N. Y.

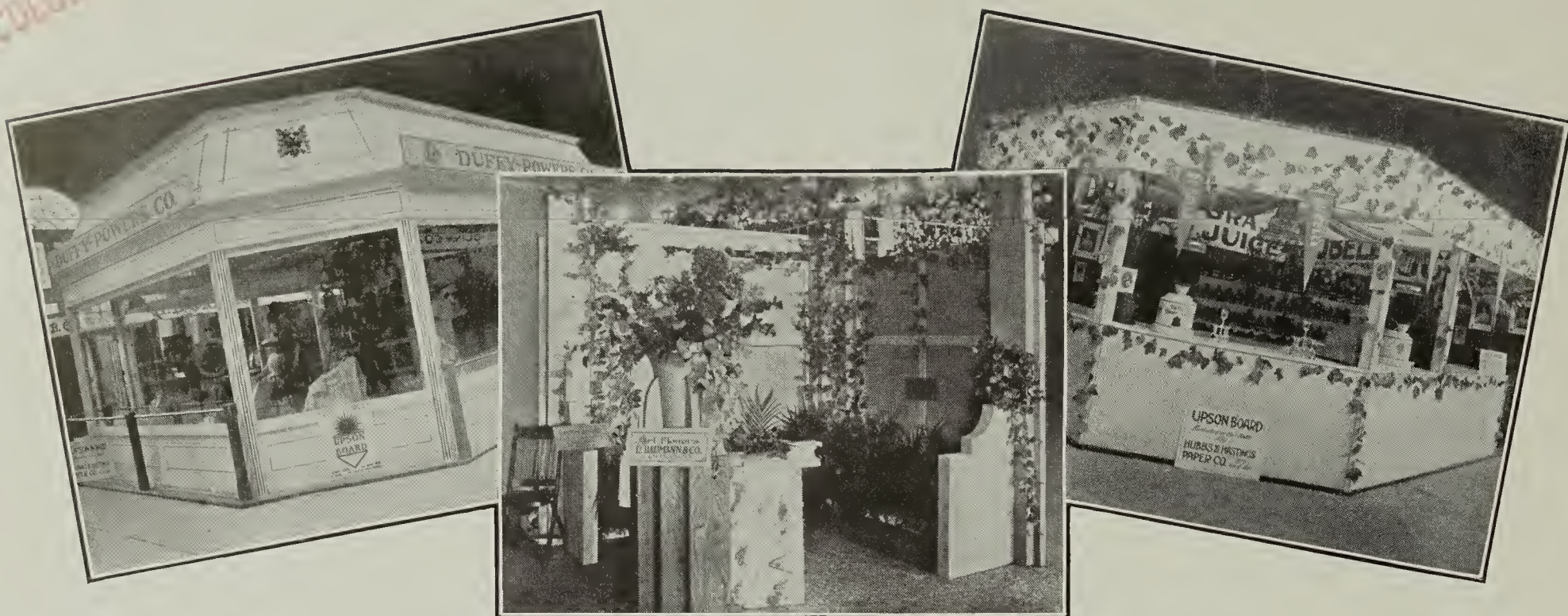
UPSON BOARD makes substantial, attractive exhibits that impress the casual observer.

Any store carpenter can quickly apply the light panels to frame work, partitions, special forms, over old plaster, or direct to studding. It is light in weight, yet strong and tough.

It is better than cloth or limp decorative materials because it is stiffer. The panels can be painted, over-draped, or covered with any standard material.

UPSON BOARD saves time and money for the decorator because it is easily cut and a single coat of oil or water paint will usually finish it, especially if stippled.

THEY SAY
COLUMBIA UNIVERSITY



Saves time, money and labor at fairs and conventions

Still another use for UPSON BOARD is for advertising and exhibition booths at fairs, entertainments or expositions. As it needs no sanding, no matching, no joining, UPSON BOARD can be speedily attached to light frame work and finished in dozens of ways, that will attract attention and create a favorable impression of the advertiser and his goods—at a cost less than half of wood. If desired, the booths can be built “knocked down” and assembled from time to time.

Stock Sizes of Upson Board

UPSON PROCESSED BOARD is made in five thicknesses— $\frac{1}{8}$ in., $\frac{3}{16}$ in., $\frac{1}{4}$ in., $\frac{5}{16}$ in. and $\frac{3}{8}$ in.—the most complete line of board offered by any manufacturer. *Unless otherwise specified, panels that are three-sixteenths of an inch in thickness will be shipped on all orders.* This thickness is most commonly used, the QUARTER-INCH panels being used where walls receive unusually rough treatment or where an extra heavy board is desired.

The following sizes of three-sixteenths board are usually CARRIED IN STOCK by Upson dealers:

32 inches wide by 4, $5\frac{1}{3}$, 6, 7, 8, 9 and 10 feet long.

48 inches wide by 4, $5\frac{1}{3}$, 6, 7, 8, 9 and 10 feet long.

64 inches wide by 6, 7, 8, 9 and 10 feet long.

UPSON PROCESSED BOARD three-sixteenths inches in thickness is also made in panels 12, 14 and 16 feet long in all three widths. Where these lengths are NOT stocked by the local dealer, prompt shipment can be made from the factory.

Panels Are Carefully Wrapped for Shipment

UPSON BOARD, in lengths up to and including 10 feet, is packed in well wrapped bundles with reinforced edges and corners. Each bundle contains approximately 330 square feet of wall board and weighs about 180 lbs.

The 12, 14 and 16 foot panels are crated, for which there is an additional charge to cover the actual cost of crating.

Sold Nearly Everywhere— Used Anywhere

UPSON BOARD is sold by progressive lumber and building material dealers, hardware merchants, paint and wall paper dealers. These dealers appreciate Upson quality and are always glad to talk Upson Products with you. It is *never* sold by mail order houses.

If you do not know the Upson distributor in your town or city, write us. If there should be no dealer, *we*

will make it as easy to order from the factory as from the retail store, and almost as quick.

Get the Most Dependable Board Upson PROCESSED Board

After you have read this booklet, you can now appreciate the merits of this practical, sanitary board with a *hundred* uses. But if there are any questions or points not clear in your mind, see your Upson dealer or write us. We have a thoroughly efficient organization and will gladly aid you in any way possible.

As your building is important to you, get what you want. Do not be influenced by any one's self interest, prejudice, indifference, or lack of information.

Don't just order "wall board" from your dealer. You are ENTITLED to genuine UPSON BOARD and you should wisely specify and INSIST on UPSON BOARD and nothing else.

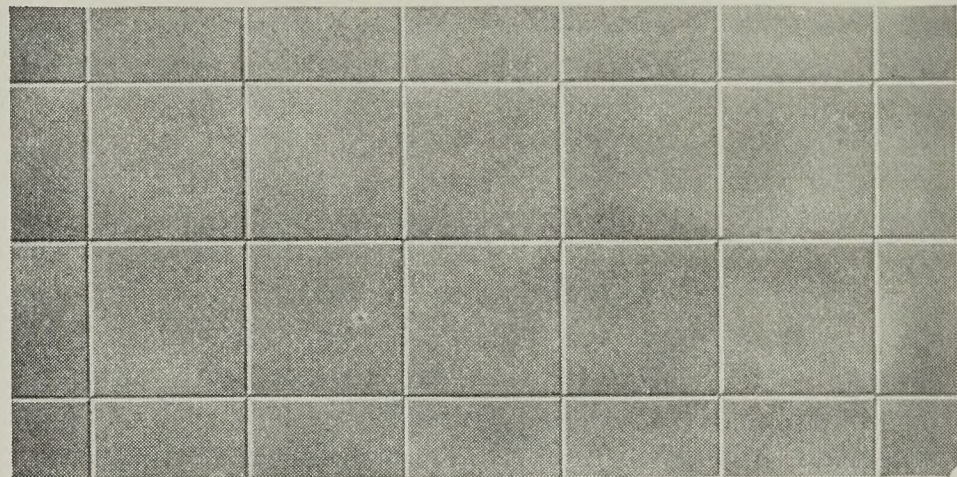
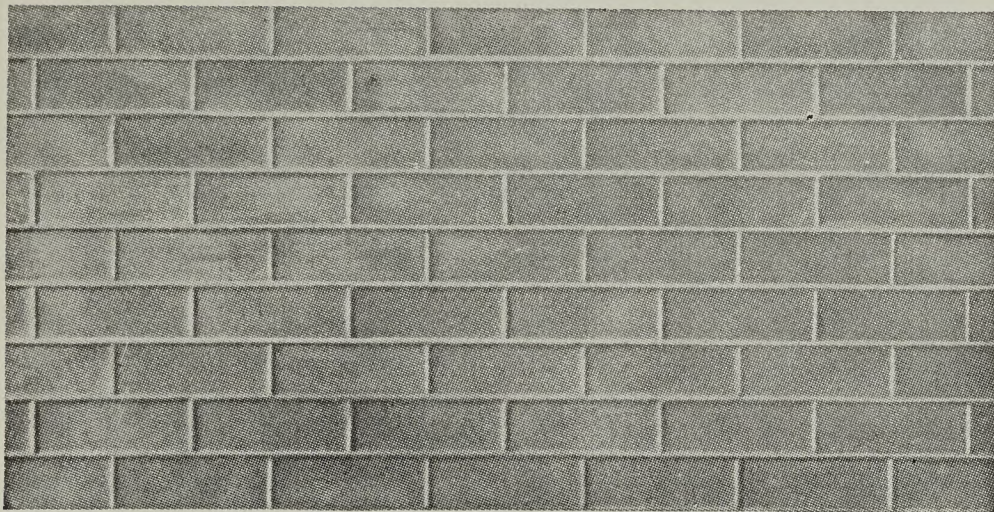
The Upson “sun” trade mark is on every panel and you can also quickly identify it by the trade-marked “blue” center.

"UPSON-FIBRE-TILE"

(NAME COPYRIGHTED)

The "snow-white" lining

Looks like genuine tile but costs far less



MADE IN TWO PATTERNS

This is the oblong pattern of "UPSON-FIBRE-TILE," size of tile $1\frac{1}{2}$ " x 4". This pattern is used as a wainscot. Made only in panels 48 in. wide and 6, 7, 8, 9, 10, 12, 14 and 16 feet long.

This is the square pattern of "UPSON-FIBRE-TILE," size of tile 4" x 4". This pattern can be used both as a wainscot around the room or can be run from floor to ceiling. Made in panels 48 in. wide and 6, 7, 8, 9, 10, 12, 14 and 16 feet long.

UPSON-FIBRE-TILE is made of the same high grade materials that go into regular Upson Board but has a deeply indented tile pattern which will not come out of the smooth, hard surface.

When enameled, it makes a beautiful, sanitary, washable surface that can be kept clean and immaculate. It makes a splendid four foot wainscot—almost like real tile—for bathrooms, kitchens, hospitals, restaurants, hotels, hallways, candy stores, ice cream parlors and other places where a bright, washable wall is desired.

UPSON-FIBRE-TILE is more easily applied than expensive steel or tile—more *durable* than "tile marked" plaster because it will not crack—more *serviceable* than "tile printed" wall paper because it lasts longer and cannot become loosened.

It is nailed direct to the studding or over old plaster—just as Upson Board is applied. It will last

indefinitely and can be refinished from time to time.

When nailed, the panels are finished just as you would enamel wood—applying two or three undercoats of flat white before enameling. A *high grade* enamel should be used, carefully following the directions of the enamel maker.

UPSON-FIBRE-TILE is the only fibre tile board on the market with a smooth hard surface and takes fewer coats of enamel than soft, unprocessed imitations. It therefore costs less to finish.

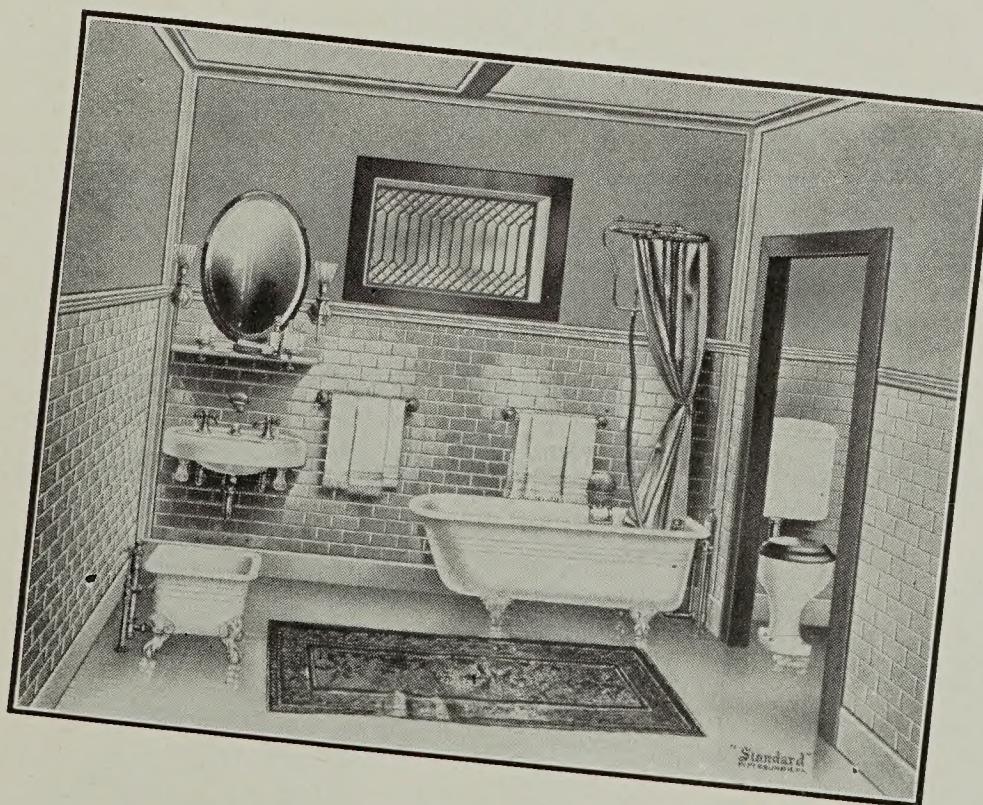
Beware of imitations containing wax or paraffine—enamel on them may yellow and peel.

The low price of UPSON-FIBRE-TILE makes it possible for everyone to have a clean, sanitary bathroom or kitchen whether in a new home or an old one.

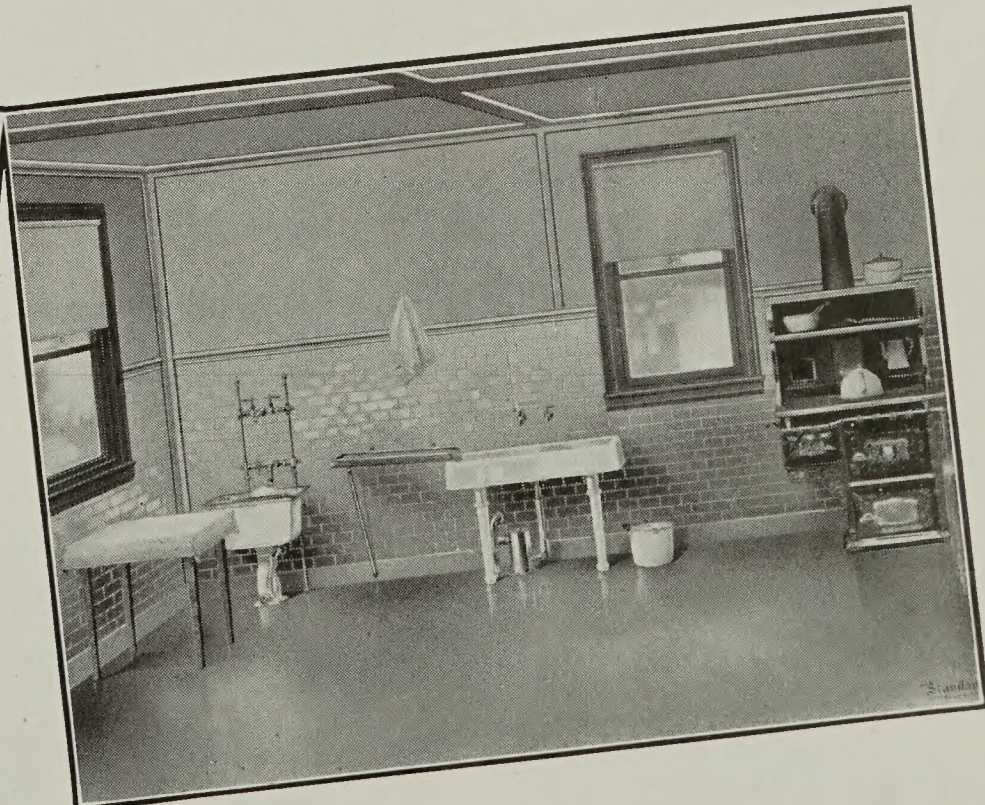
Samples will be gladly furnished by the Upson Dealer or The Upson Company.

Made in panels 48 inches wide and 6, 7, 8, 9, 10, 12, 14 and 16 feet long

MADE IN ONLY ONE WIDTH



A modern bathroom in UPSON-FIBRE-TILE and Upson Board. Any house can have a bathroom with walls and ceilings like this.



A bright, sanitary kitchen that will appeal to every housewife—just as easy to apply in an old house as a new one.

QUARTER-INCH UPSON PROCESSED BOARD

A stiff, strong board that makes almost unbreakable surfaces

QUARTER-INCH Upson Board stands in a class by itself.

There is no fiber board on the market to compare with it in strength and stiffness. *It is as strong and durable as more expensive boards made with a wood core.*

Pure wood fibers are used in the manufacture of QUARTER-INCH Upson Board. It also has the trademarked "blue" center which distinguishes DEPENDABLE Upson products from cheap, soft boards.

QUARTER-INCH Upson Board can be used in many places where the three-sixteenths inch board cannot be so satisfactorily utilized. It is especially adapted for buildings whose walls receive rough or severe treatment. Railroad stations, theatres and

other public buildings where a tough, unbreakable surface is desired, offer unlimited uses for this lining.

QUARTER-INCH Upson Board can also be used in the manufacture of many products. Furniture makers can use it for tops and backs of various products. Makers of novelties can use it for many articles. In all of these uses, QUARTER-INCH Upson Board saves time and money because it eliminates the sanding, joining and matching of lumber and is more easily finished.

Get a sample of QUARTER-INCH board and examine it yourself. Test its strength. Then compare it with lumber of the same thickness and you will appreciate the remarkable strength and the many uses of this thick, tough board.

Made in panels 48 inches wide and 6, 7, 8, 9, 10, 12, 14 and 16 feet long

Note: QUARTER-INCH Upson Board is furnished only when SPECIFICALLY ordered. The three-sixteenths inch board is always shipped when no thickness is specified. Not made in panels 32 or 64 inches wide.

"Upson-Fibre-Strips"—Inexpensive and Easy to Apply



UPSON-FIBRE-STRIPS are especially recommended for walls and ceilings where both strips and panels are to be painted the same color in order to obtain inconspicuous paneling. They are easily handled and satisfactorily take the place of wood strips.

Aside from their use as panel strips, UPSON-FIBRE-STRIPS are also useful for decorative purposes in stores and at fairs and conventions where they can be utilized for lattice work, fences, imitation lumber, and similar purposes.



Made in two widths—two inches wide and three inches wide—by 6, 7, 8, 9, 10 and 12 feet long.

The Proper Nails Should be Used



**Flat head
barbed nails
for edges**

The best nails for fastening UPSON BOARD along the edges are Upson Flat Head barbed wire nails one inch long.

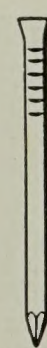
The best nails for centers of panels are Upson Wedge Head wire nails one inch long. These are countersunk just below the surface of the board and the depressions filled.

When UPSON BOARD is applied over old plaster, the same kind of nails are used with the exception that flat head and wedge head nails are *two* inches long in order to reach through to the lath and studding.

Your local dealer can supply you with Upson Nails which are made especially for use in applying UPSON BOARD. These are put up in one pound packages.

If he does not carry these in stock, he can probably supply you with other satisfactory nails.

One pound of the inch flat head nails will cover about one hundred square feet of UPSON BOARD and a pound of wedge head nails is sufficient for about five hundred square feet.



**Wedge head
or finishing
nails for centers**

Accessories can be Obtained from Local Dealers

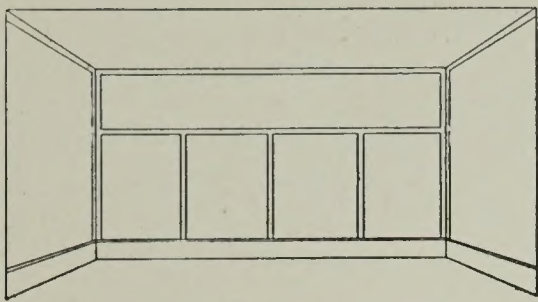
Moulding, rails beams and other trim can be obtained from local dealers.

Your lumber dealer or planing mill probably carries several styles of suitable trim or your carpenter can easily make the trim.

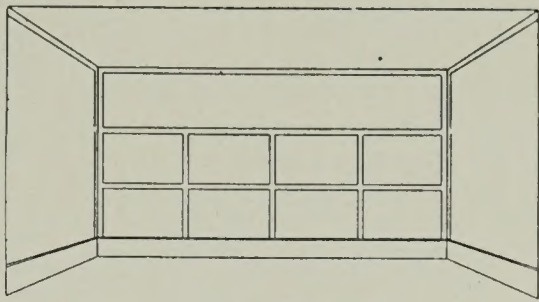
The decorative strips should be at least $1\frac{7}{8}$ inch wide and $\frac{1}{4}$ inch thick. Strips 3 inches and 4 inches wide are even better in the ordinary room. Basswood and other woods can be used, while oak floor strips, dressed four sides, are sometimes utilized.

Suggestive Hints

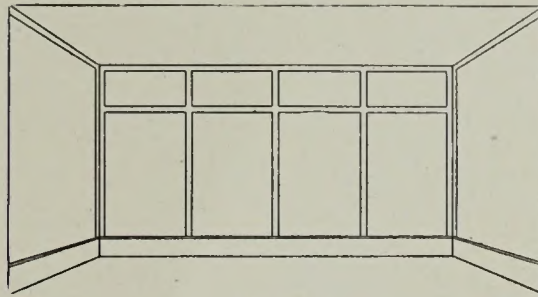
Attractive Side Walls



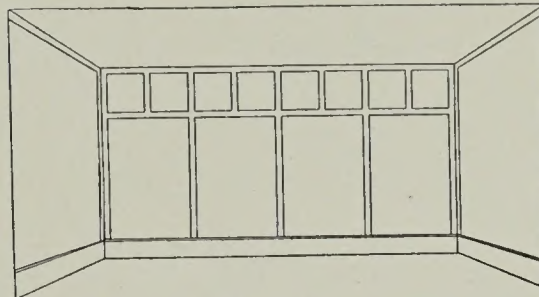
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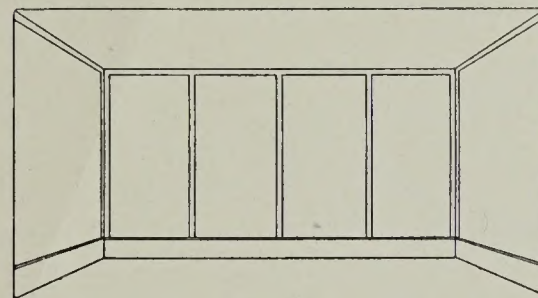
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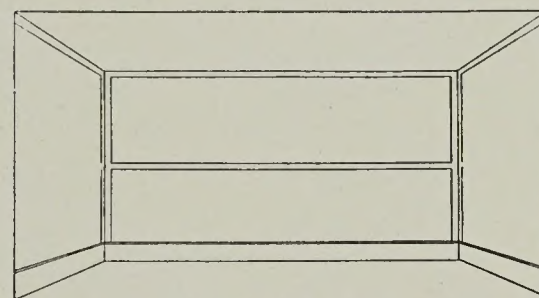
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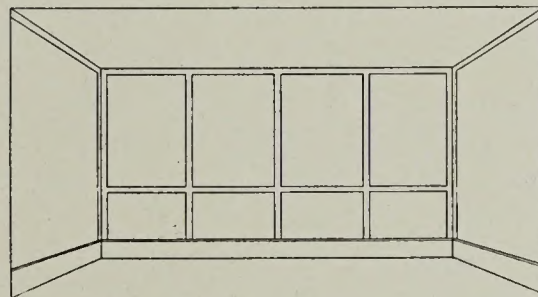
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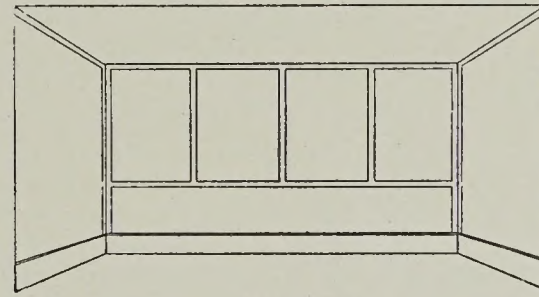
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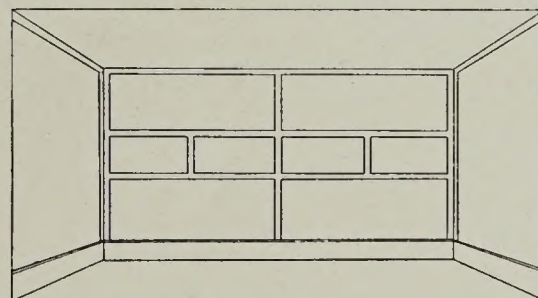
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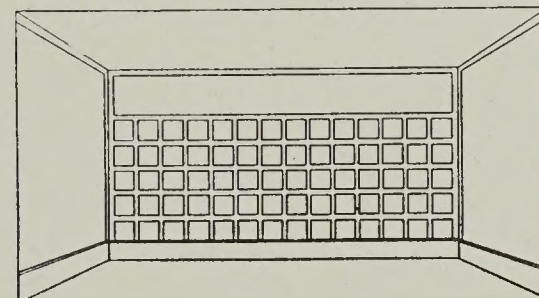
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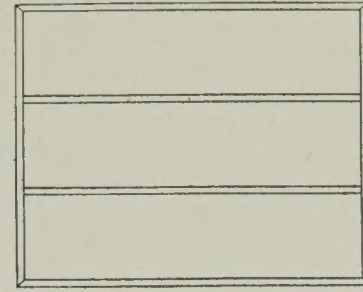


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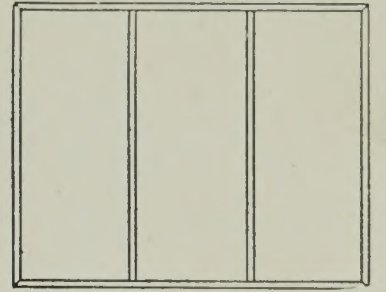


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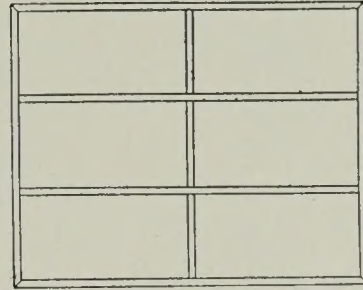
Beautiful Ceilings



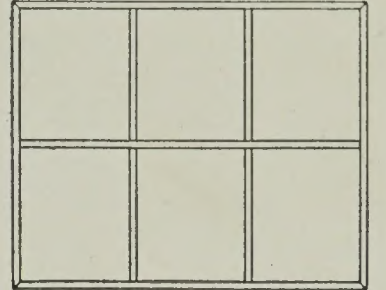
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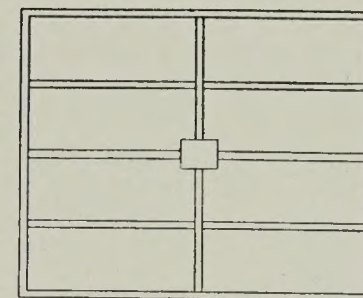
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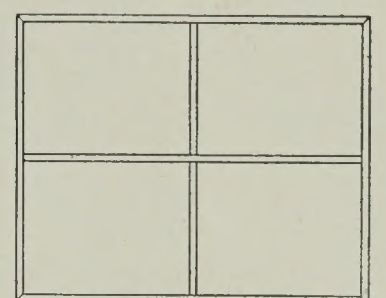
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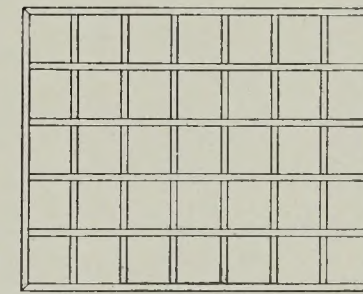
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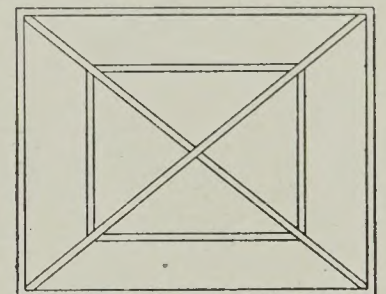
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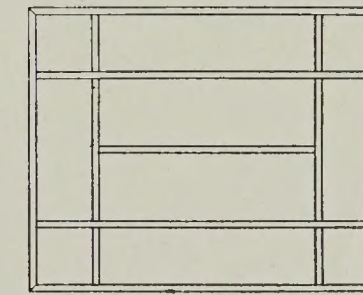
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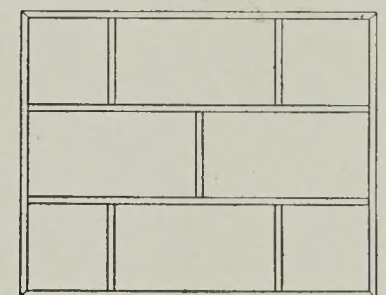
No. 4



No. 9



No. 5



No. 10

The panel designs for walls and ceilings on this page are simply suggestive of the many ways in which UPSON BOARD can be used. These panel arrangements can be adapted to any room, regardless of size, by increasing or reducing the number of panels.

In laying out the panel arrangement, special attention should be paid to windows, doors and other openings so that the panels will appear to best advantage,

keeping in mind that the panel edges must be over studding or cross pieces to which they can be nailed on all four sides.

Beamed ceilings add greatly to the beauty of some rooms. Decorative strips or boards from four to six inches wide appear to best advantage on ceilings.

The decorative strips for side walls should be at least two inches wide while three or four inch strips work out better in larger rooms.

SUGGESTIVE STYLES FOR TRIM — OBTAINABLE AT MOST LUMBER YARDS OR PLANING MILLS



Decorative Strips

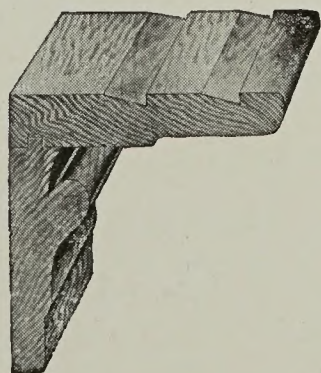
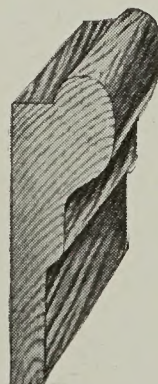
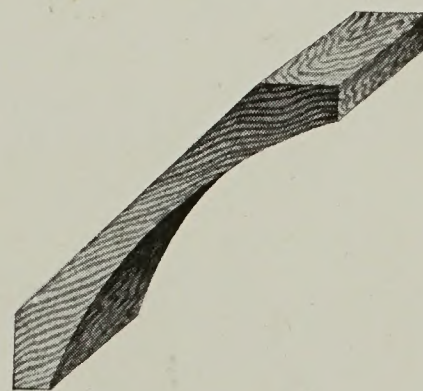


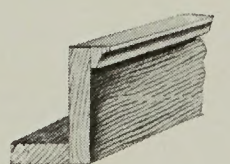
Plate Rail



Picture Mould



Cove Mould



Imitation Beams

UPSON BOARD IS THE STANDARDIZED BOARD BY WHICH ALL OTHERS ARE JUDGED

If the board hasn't a BLUE center, it isn't GENUINE Upson Board



Trade Mark
Reg. U. S.
Pat. Office

"In every field of human endeavor, he that is first must perpetually live in the white light of publicity."

"Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work."

"When a man's work becomes a standard for the whole world, it also becomes the target for the shafts of the envious few."

"The reward is widespread recognition; the punishment, fierce denial and detraction."

"If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging."

"If the leader is assailed because he is a leader, the effort to equal him is merely added proof of that leadership."

"And it all avails nothing. If the leader truly leads, he remains—the leader."

From an advertisement, copyrighted, 1914, by the
Cadillac Motor Car Co. of Detroit.



Trade Mark
Reg. U. S.
Pat. Office

So with UPSON PROCESSED BOARD. Like all meritorious products which have scored a mighty success because of superior, standardized quality, UPSON BOARD has many *imitators*.

Some makers *claim* for their product the same qualities possessed by UPSON BOARD even though the board does not possess such qualities.

Some have ridiculed UPSON BOARD even while seeking to gain some of the same good qualities; announcing the qualities imitative of UPSON BOARD as new discoveries or improvements.

Some recognize the leadership of UPSON BOARD by reproducing photographs of UPSON BOARD installations and tests. Some utilize whole paragraphs of Upson advertising and talk about "special methods" or "patent processes" that their board never sees or that were never thought of until UPSON PROCESSED BOARD was put on the market.

Upson Processed Board is *Different*

It is the most DEPENDABLE board made in America. It stands in a class by itself. The tests on page 8 and 9 of this booklet will prove the difference to you. They will demonstrate that UPSON BOARD has all the good qualities of other boards besides its own *exclusive* and important qualities endowed by the *original* and famous Upson process.

You can make these frank, open tests yourself to prove Upson superiority to your own satisfaction. Your own two eyes and your own good judgment are better than a thousand vague assertions or the statement of *private* tests you are not allowed to make.

Surely imitations only flatter UPSON BOARD. They do not equal it. No other board has the same good reputation for successful installations. Not one complaint to the million feet with UPSON BOARD.

Made Up to a Standard, Not Down to a Price

We could make a cheaper board for considerably less if the standard of UPSON BOARD were lowered. That would mean the use of "jack pine" and other cheap fibers which deteriorate quickly; or the use of filthy, dark brown fibers which make a weak, soft board; or the use of old news fibers which bend like rubber but seldom lay flat on the wall; or the use of sticky tar or pitch which increases labor and softens with heat; or the application of some deceptive finish to hide a cheap interior.

Such boards should not be compared with UPSON BOARD which is scientifically *Processed* to lay *flat* on your walls.

You can tell *genuine* UPSON BOARD at a glance. The *famous* blue center is purposely colored for your guidance and protection.